BROADCASTING

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MAY 15, 1937

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

THE JOHN CRERAR LIBRARY MAY 17 1937

Stronger Links IN A MIGHTY CHAIN

KYA
San Francisco and Oakland
and its new 5000 watt high fidelity RCA transmitter and modernized studios.

KEHE
Los Angeles
its new 5000 watt high fidelity RCA transmitter and its ultra-modern studio building comprising offices and six spacious studios.

This enables the California Radio System to present more all-California radio entertainment to the great number of California's listeners.

THE CALIFORNIA RADIO SYSTEM

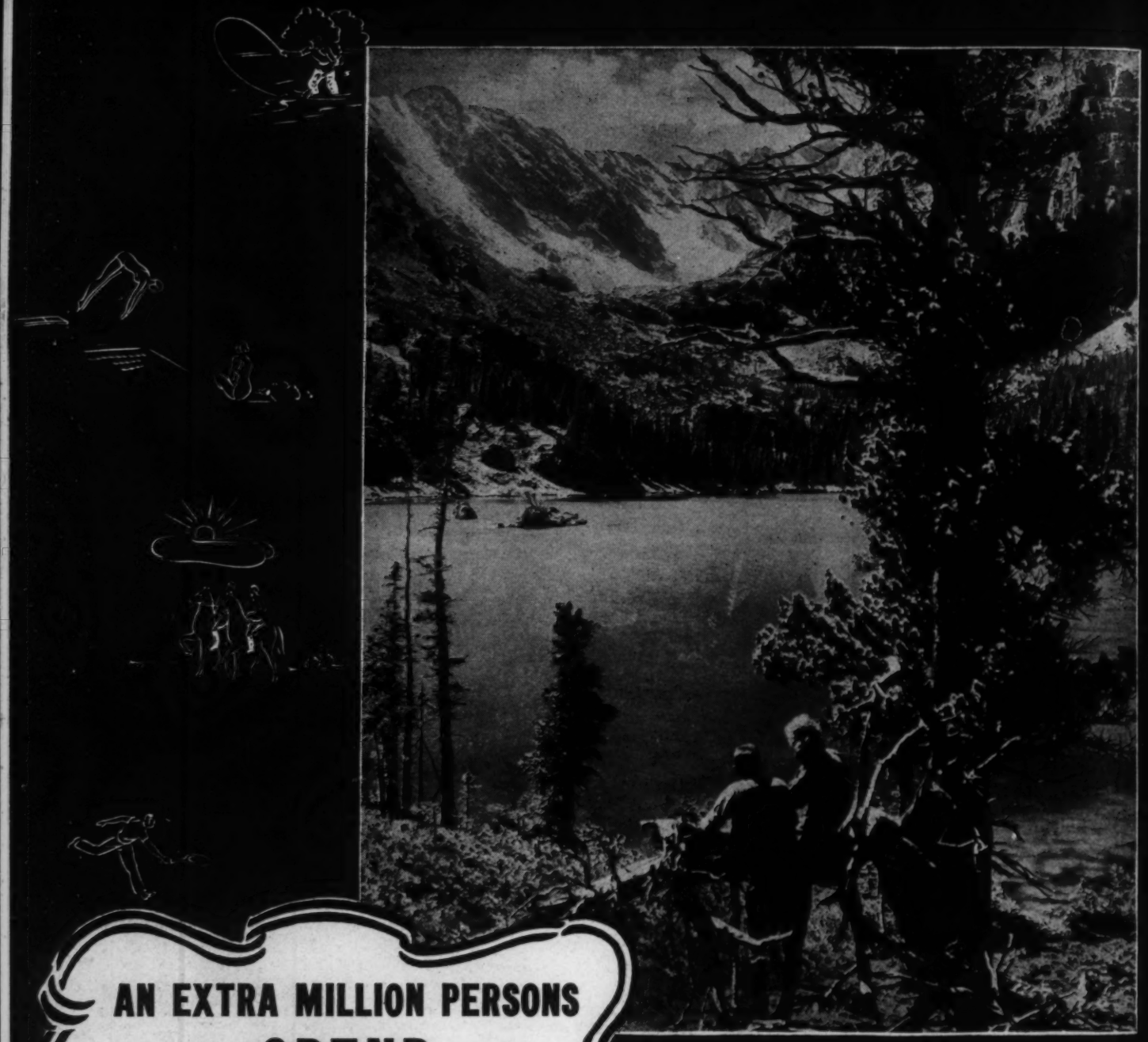
–blankets the six principal sales outlets of the State of California: the Los Angeles metropolitan trading area and San Diego in the South... the nine Bay counties comprising the San Francisco-Oakland trading areas in the North... and the great interior markets of the San Joaquin and Sacramento valleys.

More than 89% of all the retail purchases of the state are made within these six trading areas.

THE CALIFORNIA RADIO SYSTEM

KEHE Los Angeles **KFBK** Sacramento **KYA** San Francisco
KMJ Fresno **KWG** Stockton **KERN** Bakersfield

Network National Representative: HEARST RADIO



AN EXTRA MILLION PERSONS WILL SPEND THIS SUMMER IN COOL COLORADO

● To Colorado's cool, colorful playground this summer are coming a million rest-seeking, pleasure-bound vacationists — the top layer of Midwestern and Southwestern buying power.

During June, July and August, these summer visitors will spend $100,000,000 at the filling stations, hotels, eating places, drug stores and food stores of Colorado.

Many of these people are your customers now in Des Moines, Tulsa and Ft. Worth. Keep them customers of yours. Follow them to Colorado this summer.

Reach this extra market of top bracket buyers through KLZ, the station that sells the wealthy Denver-Rocky Mountain region the year round . . . sells it effectively and profitably.

Summertime is business boom time in Colorado . . . the time of times to bear down on the selling throttle.

KLZ *Denver*

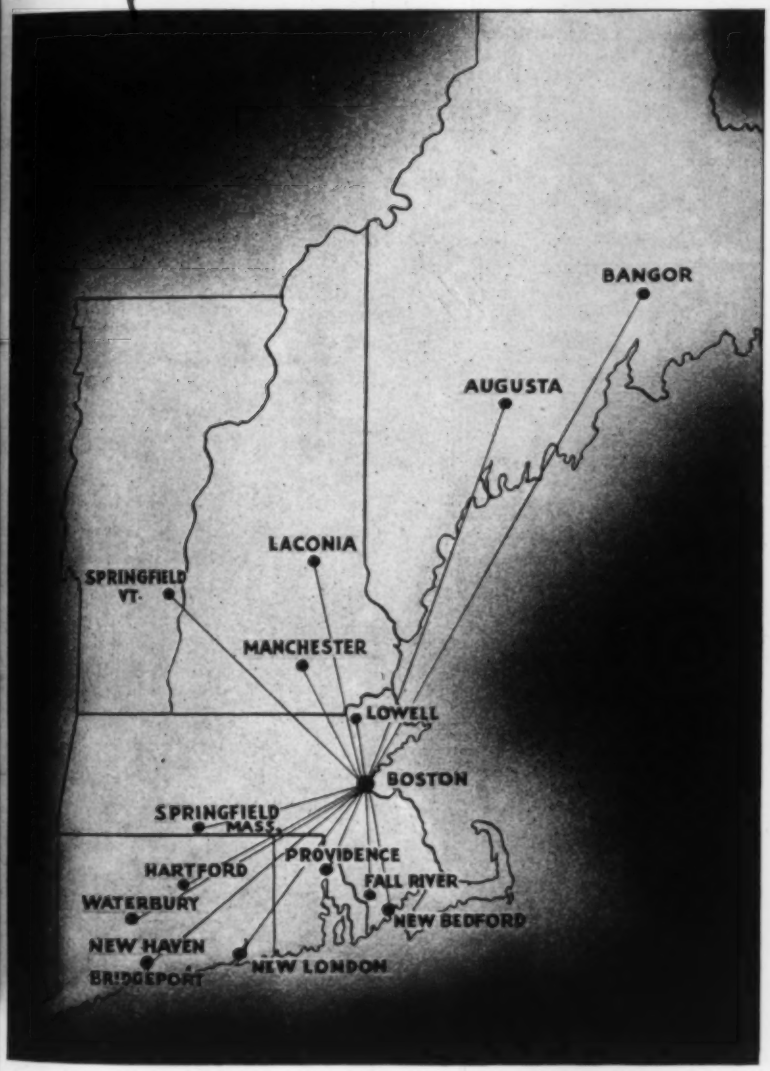
CBS

AFFILIATED IN MANAGEMENT WITH WKY, OKLAHOMA CITY, AND THE OKLAHOMA PUBLISHING COMPANY

Representative—E. Katz Special Advertising Agency

Now 15 Stations

...increasing your low cost selling range in New England...



YOUR problem in New England is to find the most effective grouping of stations to tie in the most important markets and reach the largest audience at the lowest cost.

The Colonial group offers you an economical medium for New England-wide appeal.

It commands an All-New England network audience—regular listeners to WAAB and Mutual Broadcasting programs.

Its stations have the local popularity and smoothness of reception necessary for complete and forceful coverage of every concentrated area.

Intense listening areas have been increased by the recent addition of WNLC, New London, and WNBX, Springfield, Vermont.

The low cost of Colonial Stations enables you to cover, with a moderate appropriation, more territory than would be possible through any other network group.

In short, you can conduct a productive New England-wide campaign, reaching every important mass market—and do this at the lowest network cost—by routing your program over the 15 stations of the Colonial group.

WAAB	Boston	WLBZ	Bangor
WEAN	Providence	WFEA	Manchester
WICC	Bridgeport New Haven	WNBH	New Bedford
		WLLH	Lowell
WTHT	Hartford	WBRY	Waterbury
WNLC	New London	WLNH	Laconia
WSAR	Fall River	WRDO	Augusta
WSPR	Springfield, Mass.	WNBX	Springfield, Vt.

The COLONIAL NETWORK

EDWARD PETRY & CO., INC.,

21 BROOKLINE AVENUE, BOSTON

Exclusive National Representatives

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

XUM

Open

all Summer

Every Pocket-Book and Change Purse that Milady Owns...Open to NBC Advertisers All Summer Long

Summer is the spicy season of gay romance and high adventure. Milady spends eagerly! Spends for glamorous accessories... for trips... for Cinderella's glass slippers... spends even for food. And the Colonel's Lady and Judy O'Grady are sisters-under-the-skin when it comes to buying... artichokes or apples... lipstick or liniment... caviar or cabbage.

And as the mercury flirts with the century mark, does she stop listening? A thousand times No! NBC advertisers have discovered this fact. Last Summer they invested 72 per cent more than the previous Summer in NBC week-day daytime programs alone! They are learning that there is no "off season" when NBC programs invite to buy. May we tell you how... and why?

RCA presents the "Magic Key of RCA" every Sunday 2 to 3 P. M., E.D.S.T., on the NBC Blue Network

National Broadcasting Company

A Radio Corporation of America Service

XUM

As Your Ambassador.

YOU might consider the advertising agencies the highest courts of Radio. To present your special interests you would send your most experienced man . . . certainly one thoroughly familiar with the agency language and their way of doing business.

That is why every man in this company has had a minimum of ten years previous successful experience selling and handling national advertising. Moreover . . . this experience has been in the metropolitan center . . . where he now makes his headquarters. We have never believed in the "high pressure" type. Nor would we trust your business to a likable ambitious boy. With you we build for the future as well as today.

XUM

WBRC	Birmingham	CBS
WDOD	Chattanooga	CBS
WJJD	Chicago	Ind.
WWJ	Detroit	NBC
WMBR	Jacksonville	CBS
WREC	Memphis	CBS
KSTP	Minneapolis-St. Paul	NBC
WLAC	Nashville	CBS
WDBO	Orlando	CBS
WPRO	Providence	CBS
WRVA	Richmond	NBC
WHEC	Rochester	CBS
KWK	St. Louis	NBC
WTOC	Savannah	CBS
KSOO	Sioux Falls	NBC
WSBT	South Bend	CBS
WSYR	Syracuse	NBC
WDEL	Wilmington	NBC
WORK	York	NBC

PAUL H. RAYMER COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK
666 Madison Avenue
Murray Hill 2-8690

CHICAGO
Tribune Tower
Superior 4473

DETROIT
General Motors Bldg.
Trinity 2-8060

SAN FRANCISCO
Russ Building
Douglas 1294

XUM

SUMMER "BOX OFFICE" LEVELS

HOLD HORIZONTAL AT STATION WTMJ

More ears for the money! That's what WTMJ is offering advertisers this summer—a *plus* value that will quickly reflect itself in sustained dealer support and persistent sales.

What did we do to earn this sales-making distinction?

Nothing spectacular, really! We just *didn't* do what most every radio station 'round here *did* do. *We omitted baseball from our broadcast schedule.*

With the waveband practically circled with diamond chatter, we had a hunch that non-baseball fans would flock to a spot on the dial where favorite features could be tuned. And our hunch was *correct!* Our researchers report that women, especially, are particularly susceptible to our afternoon and evening freedom from baseball clamor. They have been quick to peg 620 kilocycles as an avenue of escape.

They have learned to regard WTMJ as an oasis where they can continue to listen in on pet programs that won favor during the winter months.

The happy result is that WTMJ "box office" hasn't experienced any summer slump. Listener levels hold pleasingly horizontal—because our winter tuners are still doing business at the same old stand. Of the 92* out of every 100 adults who are home in any one summer week, all summer long, we'll reach our usual dominating percentage.

Similarly, advertisers who tie-in with WTMJ programs will enjoy dominating distribution and sales. By identifying your name and product with a station that doesn't lose its own listening identity during the summer, you avoid the possibility of becoming a market waif. Dealers won't forget you—consumers either. And when Fall rolls 'round, you'll find yourself just as big a buzz-saw for competition as you were this Spring.

For a powerful summer sales force in Wisconsin, use Wisconsin's most powerful summer sales medium . . . WTMJ!

**NBC National Average*

THE MILWAUKEE JOURNAL STATION

Edward Petry & Co., Inc., *Representatives*

NEW YORK—DETROIT—CHICAGO—SAN FRANCISCO

WTMJ

2 *great* Libraries
with CERTIFIED PULLING POWER
WHICH YOU CAN *BUY OUTRIGHT*

1

SONS *of the* PIONEERS

A Library of 275 Tax-Free Musical Selections by The "No. 1 Hill-Billies of the Radio World"

You buy no cat in the bag when you buy the Sons of the Pioneers. This outstanding combination of male quartette and old-time instrumentalists are producing impressive, almost unbelievable results on over 200 radio stations. Their repertoire includes Western, Hill-Billy, Novelty, Religious, Old-Time, Spiritual and Instrumental selections—and how they play and sing! They have served every type of advertiser with equal success, and they sell sponsors as quickly and easily as they do their audiences!

Supplied as a complete library of double-faced, 12″ lateral cut, 33⅓ R. P. M. discs, together with card index and announcement material.

2

ORGAN TREASURES

Over 200 Organ Selections Which Capture the Universal Appeal and Rich Beauty of Organ Music

Standard's Organ Treasures Library is a "natural" for those hard-to-sell spots. Two great organists, one interpreting the livelier tunes, the other a master of the classic field, have created miracles of tonal color and depth with Kimball's outstanding achievement — an organ especially voiced and adapted for radio. For variety, Organ Treasures also includes some selections with soprano and tenor voices, as well as the contrasting tones of violin, steel guitar and vibraharp. Priced so modestly that it is a great buy even if considered for sustaining use alone—but make no mistake, this Library will SELL! Supplied in a complete library of 12″ lateral cut, double-faced 33⅓ R. P. M. discs.

SEND FOR SAMPLE DISC

—which shows how both Organ Treasures and Sons of the Pioneers can be used to make up outstanding 15 minute units. The sample 16″ disc contains a complete Organ program on one side, and a complete Pioneers program on the other. Only $2.50 for the double-faced disc. Audition it for that hard-to-sell sponsor!

Standard Radio

180 N. Michigan Avenue
CHICAGO, ILLINOIS

6404 Hollywood Boulevard
HOLLYWOOD, CALIF.

"Boy, how you've grown!"

MAY 15th marks the fifth birthday of Free & Peters, Inc.—a youngster to you, perhaps, but in radio a pioneer in exclusive station representation.

During our five years all advertising has changed considerably, and radio advertising in particular . . . In our rapidly-progressing field we have constantly tried to keep one jump ahead, and the fine cooperation of our advertiser and agency friends has enabled us to grow from a one-window Chicago workshop to a nation-wide organization with five offices, audition rooms, research libraries, teletypes — everything that's needed to help our fourteen men to *serve you better.*

So here's to the next *ninety-five* years—and the same to you!

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

WHO	Des Moines
WGR-WKBW	Buffalo
WHK-WJAY	Cleveland
WHKC	Columbus
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
KOIL	Omaha
KOIN-KALE	Portland
KSD	St. Louis
WFBL	Syracuse
KOL	Seattle
WKBN	Youngstown

Radio Station Representatives

NEW YORK
110 East 42nd St.
Lexington 2-8660

CHICAGO
180 N. Michigan
Franklin 6373

DETROIT
New Center Bldg.
Trinity 2-8444

SAN FRANCISCO
One Eleven Sutter
Sutter 4353

LOS ANGELES
C. of C. Bldg.
Richmond 6184

WIS	Columbia
WOC	Davenport
WDAY	Fargo
KTAT	Fort Worth
WDRC	Hartford
WNOX	Knoxville
KFAB	Omaha-Lincoln
WMBD	Peoria
WPTF	Raleigh
KVI	Tacoma
KTUL	Tulsa

BROADCASTING
and
Broadcast Advertising

Vol. 12 No. 10 WASHINGTON, D. C., MAY 15, 1937 $3.00 A YEAR — 15c A COPY

Nets Lean to Music Clearance at Source

By SOL TAISHOFF

Changing Attitude on Copyright; Topic Likely to Create Active Discussion at NAB Convention Next Month

IMPLIED willingness of the major networks to clear copyrighted music at the source—an issue over which much harsh feeling has been engendered—is expected to result in new conversations looking toward solution of the copyright problem before current ASCAP contracts expire at the end of 1940.

This new attitude, growing out of a combination of events since the tumultuous situation of early last year, when the Warner Bros. music publishing houses withdrew from ASCAP, is expected to take tangible form at the NAB convention in Chicago, June 20-23.

By shifting the music-clearance burden from independent stations to the originating stations, or sources, whether they be network or transcription, the plight of the independent station would be lessened. It would not be liable to infringement under the present drastic laws in instances where the performance of music was not under its direct control. This step has been viewed as a fundamental one in settlement of the copyright controversy.

Paying the Bill

Qualified spokesmen for both NBC and CBS have intimated to BROADCASTING that their companies have become convinced that clearance of music at the source is both desirable and necessary. They feel that the evolution of the music situation has been such that a revision of current methods of royalty payments is to be desired. Presumably, this increased cost to the network, and to transcription companies which likewise would clear at the source under such an arrangement, would be passed along to affiliated stations or to advertisers as an added program cost.

The answer to the cost problem can only come out of negotiations with the copyright groups, notably ASCAP, and with the networks' affiliated stations and clients. While the situation can be regarded simply as a "door-opener", it is viewed as the most encouraging harbinger of a unified industry on the copyright front that has yet shown itself.

Elimination of the present minimum penalty of $250 of innocent infringement of copyrighted works is looked upon as essential before tangible steps can be taken on shifting on this burden. Two measures pending in Congress — the Duffy and the Sheppard bills—carry provisions for repeal of the minimum damage provision, and prescribe the amount of damages be left to the discretion of the courts.

Current copyright contracts of the networks and of the some 700 licensed stations run until Dec. 31, 1940. The networks negotiated their contracts in June, 1935 — before the independent stations agreed to the ASCAP terms and before the Warner houses withdrew from ASCAP. For the privilege of originating programs, the networks pay a flat rate "sustaining fee". CBS pays $55,000 a year for WABC as a sustaining fee, plus 5% of that station's "net receipts". NBC, for WEAF and WJZ, New York keys, pays ASCAP a sustaining fee of approximately $100,000 a year.

In addition, the networks pay sustaining fees, plus 5% of their "net receipts" for the some two dozen owned and operated stations. Individual stations, except some of those owned by newspapers, pay 5% on their "net receipts", including revenue from the networks, plus the arbitrary sustaining fees. A number of newspaper stations, under preferential contracts, pay a guarantee of something like four times their arbitrary sustaining fees, with a percentage levied on programs using ASCAP music, whereas other stations pay on all receipts.

All told, it is estimated that the 1936 radio jackpot of ASCAP from radio aggregated nearly $4,000,000, and that this year it will run possibly a million dollars more. The last ASCAP quarterly dividend totaled $1,250,000, and it is estimated that 75% of its income is from radio. Dividends, however, are declared after deduction of operating expenses, including salaries.

Payments to ASCAP

While there are no accurate figures available as to the amounts paid by the networks for ASCAP music at the time the Warner Bros. publishing houses seceded from ASCAP last year, the former estimated that networks as a whole paid only about 1% of their receipts as against 5% by individual stations.

Just how the new network attitude will be imparted at the NAB convention is conjectural. The fact that independent stations, in seeking new copyright legislation, have hammered away at the failure of networks to clear music at the source, and the added fact that the issue always has arisen at conventions in the past, is viewed as sufficient forewarning that it will again arise in Chicago next month.

Under the existing ASCAP contracts, networks are required to provide service only to stations holding ASCAP performing rights licenses. Whereas the networks pay only on their key stations and their owned and operated outlets, the affiliated station must pay on its revenues from the networks as well as on its non-network income. The station obviously has no control over the music fed to it by the network, but is obliged to use it and pay the royalties, for without an ASCAP contract it would be liable for infringement of every number transmitted from the network at the minimum penalty of $250 per infringement.

The same holds true for transcription programs. The station must have a license to perform the music in the transcription, or face infringement actions. Even more onerous has been the fact that the station must pay to the transcription company an additional transcription fee for sponsored programs. In any steps toward having the networks clear music at

Senate Patents Committee To Conduct Hearings on Three Copyright Measures

ANOTHER Congressional copyright hearing penetrating the whole licensing situation is indicated within the next few weeks before the Senate Patents Committee. At a meeting May 5 called by Chairman McAdoo (D-Cal.), it was agreed that hearings should be held on three pending bills—the Duffy Bill (S-7) having support of the broadcasting industry but opposed by ASCAP; the Sheppard bill (S-2031), identical with the proposal suggested by Ed Craney, KGIR manager, and the Guffey Bill (S-2240), which is identical with a bill pending in the House to recognize the rights of performing artists in restricting broadcasting of their works, which is opposed by organized broadcasters.

The committee set no date for the hearings but decided they should be scheduled within a fortnight. They will be the first hearings since those held last year before the House Patents Committee on the Duffy Bill, which consumed nearly 30 days from February to April. After those hearings, however, the bill was stymied in committee primarily because of the opposition of Chairman Sirovich (D-N. Y.).

Of the three measures, the Sheppard bill is regarded as the most desirable from the broadcasting standpoint. Far-reaching in scope, it would definitely prescribe a per piece method of payment for music in lieu of the arbitrary percentage basis now prescribed by ASCAP and other copyright groups and also would eliminate the statutory minimum infringement clause of $250 for innocent infringements, and leave the damages up to the courts. Moreover, it would provide for clearance of all music at the source.

Last year the Duffy Bill passed the Senate without serious opposition only to die in committee in the House. Presumably, legislation will be enacted by the Senate at this session but the House still remains the stumbling block because Rep. Sirovich is still chairman of the Committee and was outspokenly pro-ASCAP during the last session. So far as is known, he has not altered his view. He is from the Tin Pan Alley district in New York.

Senator Duffy (D-Wis.), sponsor of the bill which is almost identical with that which passed last session, addressed a meeting of a

(*Continued on page 73*)

the source, it goes without saying that concurrent efforts will be made to place transcriptions on the same basis.

Many network affiliates have maintained that they would be willing to take less compensation from the networks if clearance of music at source were covered because of the elimination of the infringement hazard. They have pointed out, too, that the networks have recognized this principle since in the case of smaller copyright groups, such as Associated Music Publishers Inc. and Society of European Stage Authors & Composers, their contracts cover affiliated stations.

Pending legislation in Congress, such as the Sheppard Bill (S-2031), prescribes that music be cleared at the source. The drastic copyright measures enacted in Montana and Washington provide for the same thing, and also specify a "per piece" or measured service method of payment for music in lieu of the arbitrary percentage basis employed by ASCAP. Several other states are considering similar measures, and the trend seems to be generally in that direction.

The effort will tend toward uniting the industry on the copyright licensing issue well in advance of expiration of the current ASCAP contracts in 1940. Presumably, sentiment will crystallize sufficiently at the NAB convention to permit the opening of conversations with ASCAP executives, including E. Claude Mills, chairman of the newly created ASCAP administrative board, and John G. Paine, who on May 1 became general manager succeeding Mr. Mills.

Modification of existing contracts, both with ASCAP and with affiliated stations, would be essential on the part of the networks. The NBC contracts with affiliated stations, many of which extend beyond the 1940-ASCAP deadline, specify that stations must agree to maintain such copyright licenses as are in general use in broadcasting stations. CBS contracts, some running beyond that date, are even more stringent, requiring stations to continue to be licensed to broadcast music of ASCAP and to have other licenses essential for operation.

NAB Disc Library

The impending music clearance transition ties directly into the operations of the NAB Copyright Bureau, soon to be incorporated as a going business concern, in establishing a public domain transcription library for the industry. With 10 hours already recorded, and 25 hours promised prior to the June convention, James W. Baldwin, NAB managing director, has a staff of a half-dozen searchers, arrangers and copyists working in the Bureau. The hope is to set up a library of 100 hours, including some 1,700 public domain compositions, completely tax-free, which would be sold to stations to defray actual cost.

With such a nucleus and should a contingency again develop like that which arose during the first half of 1936 when Warner Bros. houses were outside the ASCAP fold, stations would be in a position to tide themselves over. This would be particularly true, it is held, if the networks and the transcription companies cleared their own music at the source for affiliated or subscribing stations, thus eliminating the necessity of stations themselves holding such licenses from copyright groups.

While some station owners question whether their stations could operate without ASCAP licenses, even with the public domain reservoir and even with the music cleared at the source on network and transcription programs, they nevertheless feel it would be a substantial stride in the right direction. Moreover, they maintain, it would place the industry generally in a far better bargaining position in negotiating performing rights contracts.

The whole issue of clearance at the source, it is contended, is that of a shifting of the method of paying for the music. Whether the music will cost the network or the station or the advertiser more or less is not the question, it is argued, but the method of payment would be on a more equitable basis, and the greatest infringement hazard would be eliminated.

Ruling in Aunt Jemima Case Is Hailed as Radio Victory

Quaker Oats Co. Held Entitled to Permit Use on Program of Name It Had Owned Since 1890

A DECISION reversing the judgment for $115,968.27 obtained by Tess Gardella, who has appeared on the stage as "Aunt Jemima", against General Foods Corp., its subsidiary Log Cabin Products Co. Inc., and NBC in June, 1936, was handed down May 10 by the U. S. Circuit Court of Appeals in New York. The appeal was heard by Judges Martin Manton, who read the decision, Learned Hand and Harrie B. Chase.

The judgment had been obtained in the District Court for the Eastern District of New York on a claim of unfair competition and violation of the Civil Rights Law in the use of the name "Aunt Jemima" on three programs broadcast on NBC on Oct. 2, 9 and 16, 1935, advertising Log Cabin Syrup, which featured an advertising tie-up with Aunt Jemima Pancake Flour, a product of the Quaker Oats Co.

Some 3,000,000 samples of Aunt Jemima Pancake Flour were distributed free by grocery stores throughout the country in connection with the broadcasts. A character on the program was named Aunt Jemima and was called from her griddle at various points during the broadcasts to speak or sing on the air. The agreement between General Foods Corp. and Quaker Oats Co. for the cooperative campaign said that General Foods Corp. should mention "Aunt Jemima" as a character and as a product in a favorable light on the radio program. The name on the air was used solely in connection with the pancake flour.

Ownership of Name

In her suit against the network and the sponsoring companies, Tess Gardella alleged that the name "Aunt Jemima" was hers by reason of her activity in the theatrical world over a period of years, and while no actual damages were proved at the trial the jury brought in a verdict of $115,000. The case had been hailed by Broadway theatrical groups as a great "talent victory" over radio.

The opinion of the appellate court reversing the judgment held that the New York Civil Rights Law, making it unlawful to use the name, portrait or picture of any living person for advertising purposes without written consent, was inapplicable in this case in view of the fact that the Quaker Oats Co. owned the trademark, registered in 1890, on the name "Aunt Jemima" in conjunction with the face of a smiling negress and the words "Pancake Flour". The court stated "* * * whatever may be the Appellee's rights under the statute against the rest of the world and whatever other rights she may have against the appellants, no right of privacy as defined by the statute exists here. The statute protects against the unauthorized use of a name for the purpose of advertising. But the Quaker Oats Co. needed no authority from the appellee to use the name 'Aunt Jemima'."

Charged Style Imitated

The plaintiff alleged in her second cause of action that the conduct of the defendants in hiring other actresses allegedly to imitate her style and manner of singing and to use her name to mislead the public into believing that she was participating in the broadcasts constituted unfair competition. She also alleged that the performances were inferior and therefore injured her reputation in her profession. Benton & Bowles Inc., agency for General Foods Corp., had tried to hire Tess Gardella to play the part of Aunt Jemima on the broadcasts, but they came to no agreement and the agency engaged Georgia Burke, a colored actress, to do the dialogue, and Eva Taylor, a colored entertainer, to sing for the character.

As to this cause of action the court held that while the plaintiff should be protected against any such fraud as was alleged, she would, under such circumstances, be entitled to recover only such actual damages as were established by satisfactory evidence. Profits could not be obtained as in breach of trust cases and, although punitive damages may be added to nominal damages, the proof failed to establish that there was a malicious or deliberate wrong chargeable to defendants to justify their imposition.

As to the theory of defamation, the court stated that while it was true that an individual could be defamed by an uncomplimentary impersonation and that an inferior performance would constitute an attack upon the professional reputation of an impersonated artist, the proof of imitation or confusion in the public mind must be adequate. In view of the long and continued use of the name "Aunt

(*Continued on page 84*)

STEWART SOON DUE TO BE REAPPOINTED

Dr. Stewart

THE reappointment of Dr. Irvin Stewart as a member of the FCC, which he serves as chairman of the Telegraph Division, is practically certain, according to his sponsor, Rep. Sam Rayburn, Democratic floor leader of the House. Dr. Stewart's three-year term as a Democratic member of the Commission expires June 30. His name is again before President Roosevelt, without opposition, and his reappointment for the usual seven-year term may be expected momentarily.

Dr. Stewart, at 37 the youngest member of the Commission and regarded as one of its ablest members, was a merit appointee when the FCC was first formed. Being from Texas, he was sponsored by Rep. Rayburn, then chairman of the House committee framing the Communications Act, because of his work with the committee rather than because of any political background. He formerly was an instructor in law and politics at American University. In 1930 he joined the State Department's treaty division, where he handled cable and radio matters. He was a technical delegate to the Copenhagen conference of 1931, delegate to the Madrid conference of 1932 and American advisor at the Mexico City conference in 1933.

When the FCC was formed, the commissioners were appointed for terms of one to seven years so that one expiration occurs each year, after which renominations are for seven years. Last reappointment was that of George H. Payne last year. The expiring 1938 term is that of Gov. Norman S. Case, Republican member of the Broadcast Division.

Libel Bond Ordered

UPON motion of counsel for Broadcasting Publications Inc., publishers of BROADCASTING and its editors, defendants in a $100,000 libel suit filed Dec. 7, 1936, by George H. Payne, FCC telegraph commissioner, Justice Proctor of the United States District Court for the District of Columbia on May 11 ordered Mr. Payne to post bond as security for costs in the case. The official court notice read: "In at law Number 88319, Payne v. Codel, Justice Proctor granted the motion for costs. One hundred dollars bond or $50 cash thereof." The Payne suit was filed as the result of an editorial carried in the Oct. 15, 1936, edition of BROADCASTING and awaits a place on the fall calendar of the court.

Dodge on Big List

CHRYSLER Corp., Detroit (Dodge division) will start a 15-minute RCA transcription series on 150 to 200 stations, starting the week of May 23. One to three programs a week will be placed. Frank Morgan will be master of ceremonies of the program. Ruthrauff & Ryan Inc., New York, is agency.

When an Account Executive Buys Radio

By HENRY SELINGER
Account Executive, Blackett-Sample-Hummert Inc.

How to Use the Broadcast Medium--and When, Too--As Seen From the Desk of an Agency Executive

How to determine whether or not radio should be used in preference to some other media for a particular product?

First, we should decide whether the product can be adequately described by the spoken word, that it does not necessarily require picturization, and that the sales message is such that an oral presentation will be effective. For example, it would be difficult to describe a specific design in men's clothes or women's fashions; nor would an oral presentation of a sales message that is necessarily long and involved be effective. If we are to use radio in preference to other media, the product should be one that has repeated use and that is well established in public favor, a product that can be bought at the corner drug store, grocery or food store, or the kind of product the use of which is readily understood and the advantages quickly explained. If it is that kind of product, and we have good distribution, we next consider the question of cost of facilities and talent.

If we are not prepared to foot the bill for adequate facilities and an attractive entertainment vehicle, we had best stop there, because a so-called "cheap radio buy" is nearly always the most expensive.

Merchandising Practices

Is the product a new kind of cereal, soap, cosmetic, dentifrice, or is it one that has been on the market for some time? If it is being introduced, you had better be prepared for a long pull. Even if the product is well known, has large consumer acceptance, the schedule should be substantial. The minimum schedule of 13 weeks, whether for a weekly or a daily program, is hardly sufficient to do a job, because it takes almost that long to build an audience for the average good program.

As with other media, it is a recognized practice to merchandise radio to the trade and the selling organization, but more particularly to the consuming public, and by merchandising I don't mean only advertisements or publicity stories about the artists or the program. The advertiser must be prepared to present contests, mail-in orders, with or without coin, over-the-counter deals, and other variations of the coupon or box-top technique.

Now let's take a particular product and see how some of this works. Let's take a cosmetic. The manufacturer of this cosmetic decided to use radio in preference to other media. Distribution in this case was rather incomplete. To get adequate coverage through publications in all the markets he wanted to reach, it would have taken more money than he had appropriated for advertising. Radio could give him the necessary coverage for the available money.

Networks and Spots

At what time could he reach the women—the housewife, the office worker, the factory employe, the school girls — simultaneously. He chose a period on Sunday afternoon. That was sound reasoning, because at that time the cost of facilities before 6 o'clock was one-half the rate of the evening time. That was a smart buy in facilities.

His program was geared to the consumer audience. He dramatized the product by giving a woman announcer the name of the cosmetic. He sampled and used the returns to open new accounts. Maybe it wasn't all so simple, but a very fine use of medium did the job. Radio was used in preference to other media.

Let's take another product, a soap for washing clothes, a highly competitive item. There were some distribution problems. In order to get the particular selling point of this product across, frequency of insertion was necessary. It had to be hammered home. Daytime radio with a program addressed to women offered an opportunity to do a daily job of selling at a cost within the advertising appropriation. The right kind of merchandising and promotion followed through with radio in this case,

MR. SELINGER

used in preference to other media, was successful.

It is important to note that in both of these cases radio was set for a long pull. No miracles were expected over night.

How to determine whether spot, daytime or evening radio should be used for a particular product? This question is really two questions: Spot radio; and daytime or evening.

Spot radio means the use of local facilities, individual stations not linked by wire. Spot radio is used when the geography of the advertiser's markets does not parallel a basic network or when network coverage is greater than needed.

Spot radio is used also to supplement network broadcasting in places where network coverage is inadequate or where the signal is weak, to fill in gaps. There are some other reasons why spot radio is used: Flexibility — it can be placed in whatever market the manufacturer wishes to contact; local sales—an effective tie in with a local sales drive to help dealers; testing—to try out both copy and program in one or more spots, also as a test of the product; local program features — many stations carry programs with large local followings; better time—local stations have reserved for themselves desirable periods not available to a network; sectional or limited distribution — the manufacturer can fit spot radio in ideally; station selection — an opportunity to select the preferred station in a market.

Now, whether to use daytime or evening for a particular product. That we can answer quickly. If the product is a food or one that is bought chiefly by the housewife for the household, daytime is the best buy. If it is a product that is used by everyone in the family, evening is the best for maximum circulation. And, of course, if it is something that can be sold to the kiddies, you know the answer. But look out for the P. T. A.!

A manufacturer of automobiles is now using daytime broadcasting because he knows that women are important factors in the sale of an automobile. Daytime radio is also used to reach the entire family at breakfast through musical clocks and similar service.

Big Names or Little

How to decide whether to buy big name talent or build a show from less expensive talent.

I don't believe the answer to that question lies in the size of the pocketbook. Name talent, fat purse; skinny purse, less expensive talent. That seems reasonable, but smart users of radio don't always look at it that way.

In the first place, there isn't enough big-name talent to go around. Consequently there are a lot of fat-purse boys who can't buy. However, they seem to get along with less expensive programs. Check the successful radio programs, and see for yourself. I won't go on record as saying that every less expensive program will do a good job, but it has been done, and it is being done. At any rate, I won't argue.

Let's take a look at the program problem. We have landed you on the air in the evening. Is it to be a 13-week campaign, 26 weeks or 52 weeks with plans to go into the second year? Let me repeat what I said a while ago about the minimum contract. It takes almost 13 weeks to build an audience for the average good program. So if we are going on the air for 13 weeks, the wise thing to do is to try to get the audience at once from the very first show, if possible. And the best way to do that is to get the biggest name attraction—Jack Benny, Fred Allen, Eddie Cantor, or some of the other big fellows, provided they are available and would sign for only 13 weeks. We would be almost certain to get the audience at once and hold it. All this is true too for the 26-week campaign. But if we plan to go for 52 weeks or more, let's take a look at some of the lesser names, or even those which are comparatively unknown, and see if it is possible to develop a big-time act. It has been done with *Fibber McGee & Molly, Lum & Abner, Don Ameche*—to mention a few Chicago names; and with show ideas like the *Barn Dance*, and *Kaltenmyer's Kindergarten*, and several others we know in Chicago.

They were all developed as star attractions over a period of time.

The risk of failure? True, with a big name the speculative factor is low, but let's take a look at what might happen with a star. He might be at his peak and on the way down; there might be trouble with writers, trouble with important artists; a style or vogue

(*Continued on page 74*)

THERE are more ways of looking at radio than there are techniques for the peeling of epidermis from a kitten. The various viewpoints offer interesting contrasts and one of the most interesting is that of the agency time buyer, who after all earns his salary by spending radio budgets in the most efficient manner. Mr. Selinger has seen radio from the station viewpoint, having once been manager of WGN, and now has the benefit of an altogether different perspective. The following article is taken from an address he delivered recently to the advertising class sponsored by the Chicago Federated Advertising Club, in which he answered questions that had been submitted in advance.

Radio Gives Fast Zeppelin Coverage

Networks and Stations Give Eyewitness Accounts

By BRUCE ROBERTSON

RADIO'S ability to cover any important news story rapidly, carefully and completely was never better demonstrated than on Thursday, May 6, when the German dirigible *Hindenburg* was destroyed by explosions and fire that also took the lives of 35 of the 97 persons on board.

The *Hindenburg* was just swinging up to its mooring mast at the Naval Air Station at Lakehurst, N. J., at the end of its first voyage from Germany to America this year when the first explosion occurred at 7:23 p. m. Eight minutes later, at 7:31 p. m., WHN, New York, broadcast what it claims was the first news flash of the catastrophe, which the station had received the minute before from United Press. At 7:35 p. m. WMCA, New York, put its Universal Service news flash on the air. At 7:45 p. m. NBC broadcast a Press Radio bulletin and Boake Carter broke the news to the CBS audience and from then on throughout the night and the following day stations in the vicinity and network outlets across the country kept their listeners informed of the extent of the tragedy. WINS, New York, aired its first flash at 7:50 p. m., and at 8:15 p. m. the station's *Inquiring Microphone*, set up at the Criterion Theatre on Broadway, broadcast the first reactions of the man in the street of the disaster.

On to Lakehurst

Hardly had the news been received than crews of announcers, engineers, special events men and reporters were on their way from stations and network headquarters to Lakehurst by plane, car and rail. First eyewitness account was on the air over NBC at 9:07 p. m. Clinton E. Herring, engineer for Radiomarine, RCA subsidiary, had gone to Lakehurst to watch the giant Zepplin land and as soon as he could reach a phone telephoned his account to NBC headquarters in New York where William Burke Miller, night program manager, held him on the line until arrangements could be made to send the conversation out over the network.

At 10:32 p. m. Joseph Richmond, member of the ground crew, broadcast a 16-minute account of what he had seen from the minute the ship came into view, the explosions and the heroic rescue work that followed, on WNEW, New York. First shortwave equipment to reach the field was that sent from KYW, Philadelphia, whose crew set up an antenna and at 11:30 p. m. broadcast the first description from the scene on NBC, interviewing eyewitnesses, members of the ground crew, newspapermen and airport officials.

Just before midnight the WOR-MBS field crew of engineers headed by J. R. Poppele established a contact at Lakewood, N. J., and broadcast descriptions by nurses, priests who had administered last rites to victims, and naval authorities, interviewed by Dave Driscoll and Bill Maloney. A half-hour later Dick Fishell, special events director of WMCA, who with Frank Marx, chief technician, and Garnett Marks, interviewer, had set out with equipment in a chartered plane and, being unable to get a wire to New York, from the field, had commandeered a truck for a 30-mile dash to Lakewood, was on the air on WMCA with similar interviews with eyewitnesses of the crash, one of whom was the driver of their chartered truck. Martin Block, special events announcer of WNEW, obtained a police escort who rushed him to the field and, after he had obtained his story, back to WNEW remote in Newark where he put his description on the air at 1 a. m.

Meanwhile a second crew from WMCA, consisting of James F. Clemenger and Martin Starr, announcers, and Anton Leader, production man, had arrived at the air field and made a round of hospitals and other centers, broadcasting a roundup of eyewitness reports from the Lakewood microphone at about 2 a. m. Clemenger, former newspaperman, set up press headquarters in the Lakehurst hangar and from there supplied the WMCA news desk with special bulletins until late Friday afternoon. Just about this time NBC also presented more first-hand reports from the field by means of a triple relay from a pack set to a relay set atop the hangar at Lakehurst to a receiver at Forked River, N. J., and thence by wire to Radio City. At 2:45 a. m. CBS sent out a description of the scene broadcast from a United Airliner by Adele Rogers St. Johns, well known writer, and Bill Perry, announcer. At 2:55 a. m. WOR-MBS broadcast the first official statement regarding the fire by Harry Bruno, press representative for the American Zeppelin Transport Co., who gave possible reasons for the explosion, talking from the press room in the U. S. Naval Hangar at Lakehurst.

Programs Upset

All during the evening, and far past the usual signing off time of most of the stations, sustaining and commercial broadcasts alike were interrupted to bring last-minute news from the wire services and other sources to the listening public. Boake Carter, on CBS at 7:45 p. m., and Gabriel Heatter, on MBS at 9 p. m., discarded their prepared scripts to discuss the *Hindenburg* catastrophe and its possible causes and consequences.

Frankie Basch, WMCA's *Roving Reporter*, who had left a dinner party when she heard the broadcast flash of the disaster and gone to the field where, despite the rigid military control that barred everyone not there at the time of the explosion, she cajoled a lieutenant into letting her through the lines and spent most of the night getting interviews with witnesses and officials, got back to WMCA in time to tell her story on the station's *Early Risers' Club* broadcast at 7 a. m.

A special eyewitness description in German by F. W. Von Meister, vice-president of the American Zeppelin Transport Co., was broadcast to Germany by NBC at 7:30 a. m. and later Friday morning NBC made a pickup from Paul Kimball Hospital in Lakewood, where the survivors told their harrowing experiences. WOR also broadcast from this hospital at 8:20 a. m. and in cooperation with WCAP, Asbury Park, N. J., from the Fitkin Memorial Hospital of that city, at 11 a. m., reporting on the condition of the Zep survivors in both institutions. CBS made a second airplane broadcast at 9 a. m., this time with Ted Husing describing the wreckage by daylight.

During the afternoon Dr. Hans Luther, German Ambassador to the United States, broadcast over NBC after a visit to the hospital in Lakewood, first in English for American listeners and later in German for rebroadcasting in Europe. CBS brought a description of the German reaction to the disaster from Berlin, broadcast by William Shirer, news service correspondent, and NBC picked up from that city an address by Dr. Hugo Eckener. Commander Charles E. Rosendahl, U. S. N., in command of the Naval Air Station at Lakehurst, was heard in three broadcasts over MBS, NBC and CBS.

While many radio and newspapermen were forced to cool their heels before the outside gates at the Naval Air Station, KYW gained access to the scene of the *Hindenburg* disaster and broadcast a first hand eyewitness description of the events that followed. John Thorp, KYW's night supervisor, was on the air with the first UP news flash at 7:42 p. m. Immediately every department head was called and engineers were starting to pack equipment.

By 8:45 the first car started with James Begley, KYW's program manager. Three carloads made the trip. Those going were Al Watton of the program department; Jim Harvey, still in tuxedo from producing a show; Allan Kennedy, announcer on the show, also in tux; Hank Geist and Clayt Donaldson, Westinghouse engineers.

By devious methods, no less than five guards had to be passed before the first car and equipment wormed its way into the Lakehurst station after a record-breaking run of less than an hour. The first effort to establish shortwave transmission failed when the officer on duty refused to allow the boys to set up an antenna. Newspapermen were gathered in the main hall of the huge hangar and lined up in front of the only two available telephones. Begley, after ordering the equipment set up in the event that the authorities would relent, took his station in line before the 'phone booths. After 45 minutes of this, the call was put through to New York, and then the story could be told by announcers and eyewitnesses.

WLS SCOOPS THE WORLD

Dramatic On-the-Scene Transcription of Lakehurst Dirigible Blast Makes Radio History

TRAGEDY RECORDED—Herb Morrison, announcer, and Charles Nehlsen, engineer, show equipment they used to record the *Hindenburg* disaster May 6 for WLS at the scene of the dirigible crash.

By HAL TATE

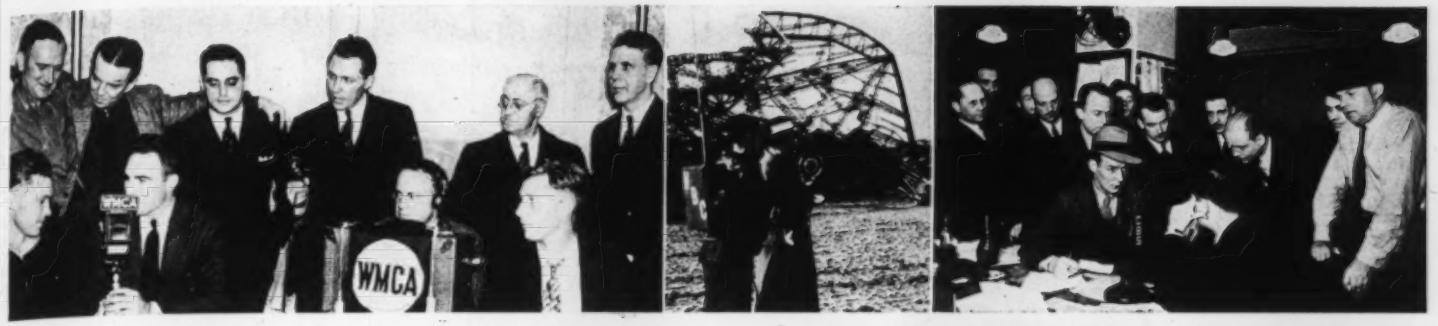
WLS, Chicago, scored one of radio's biggest scoops when Announcer Herb Morrison and Engineer Charles Nehlsen were at the scene of the *Hindenburg* explosion May 6, enabling the station to present an exclusive 40-minute eyewitness transcription of the Zeppelin's burning at 11:45 a. m. (CST) the next day.

NBC considered the WLS recording of such importance that it put a condensed quarter-hour version on a coast-to-coast Blue network at 3:30 p. m. (CDST) the same day, breaking for the first time the network's rigid rule against use of recordings. The same evening the combined Blue and Red networks carried a tabloid ten-minute version of Morrison's account at 10:35 (CDST). WLS broadcast a half-hour version May 8 (10:30 CDST) and as BROADCASTING went to press the station was considering putting on another broadcast the evening of May 13.

The transcriptions, which consisted of three full Presto recordings and part of a fourth, totaled 40 minutes in all. Chicago radio editors were unanimous in praising Morrison's work.

Larry Wolters of the Tribune wrote May 8: "In any argument about the most dramatic broadcasts of all time Herbert Morrison's eyewitness recording of the *Hindenburg* disaster at Lakehurst, aired over WLS yesterday and again over NBC later, must get most consideration. A group of seasoned reporters gathered around the office radio yesterday afternoon and proclaimed it the most gripping thing they had ever heard."

Ulmer Turner of the *Herald-Examiner* wrote May 8: "WLS scooped all stations yesterday with a man-on-scene description of the *Hindenburg* dirigible tragedy.



DISASTER COVERAGE—Radio was on the job when the *Hindenburg* crashed May 6. At left is photo of Dick Fishell, WMCA special events director (at microphone) interviewing Frank Albertson, airship porter. Standing (second from left) is Garnett Marks, announcer. Third from left is Bertram Lebhar Jr., sales director. Fourth is Frank Marx, chief engineer. Arthur Moore is at the controls. Others are survivors. In center photo Frank Cody, of the NBC staff, is giving an eyewitness account from the scene of the crash, with *Hindenburg* ruins in background. At right is Ted Husing (with hat) interviewing an eyewitness in the CBS studios at 2:15 a. m. May 7, seven hours after the crash.

Morrison's narration is one of the best pieces of words-eye view this scribe has ever heard."

In his May 7 *Times* column Don Foster (Bill Irwin) wrote: "The disc represents one of the biggest special events scoops in radio—the recording of the sound of the explosion and destruction of the German airship and all of the accompanying sounds of confusion and disorder that follow upon such a catastrophe."

How WLS managed to scoop the country is one of radio's most interesting stories. Announcer Morrison suggested to WLS officials the idea of having an announcer and engineer on hand at Lakehurst to record the scheduled landing of the *Hindenburg* at dawn May 6 and then rush the recording back to Chicago where it would be played over WLS the same evening from 6:30-6:45 p. m.

WLS officials approved of the idea and Morrison together with engineer Charles Nehlsen left Chicago Wednesday noon May 5 and 3½ hours later were in New York. There officials of American Airline, only airline which meets the *Hindenburg*, told the WLS duo that the Zeppelin had been delayed. However, the dirigible was scheduled to dock at Lakehurst at 6 p. m. and at 3 p. m., Morrison and Nehlsen were ready to record the Zep's arrival. Interviews with the passengers and their friends who came to greet them were planned together with interviews of the dirigible's crew, and other data pertaining to the anniversary of the dirigible's flight inasmuch as it was exactly a year ago that it had made its first trip to the United States.

When the Flames Burst

About 6 p. m. when the dirigible prepared to land, Morrison began a description of the landing while engineer Nehlsen recorded it. Ten minutes later Morrison shouted, "It's burst into flames" and for a moment grew hysterical as he saw the greatest aviation tragedy in history taking place. However, he quickly recovered and launched into his account of the disaster. In all 40 minutes of the description were recorded with all but 10 minutes devoted to events occurring after the Zeppelin burst into flames.

However, Morrison did not announce the full 40 minutes continuously. Between five separate broadcasts he dashed out to the field to assist as much as possible in aiding the burned passengers and crew. He helped to take out the first survivor, Phillip Mangone, from the wreckage. In all the WLS duo were there three hours.

Charles Nehlsen stuck to his post though pandemonium reigned about him. The explosion is clearly heard on the recording. As a matter of fact, the explosion moved the needle from the record but Nehlsen quickly put it back in place and only a few seconds of the record were lost.

Morrison's Story

Morrison, who is a licensed pilot, is 30 years old. He is a native Virginian and attended West Point Military Academy for a few years. His account follows:

"Charlie Nehlsen and I flew to Newark but the dirigible was late and didn't come in until 2 p. m., Thursday. The dirigible flew around, dodging thunder storms, to Lakehurst and south along the Atlantic Coast. Meanwhile, we boarded the American Airline plane at Newark at 3:15 and headed for Lakehurst. Twenty-five minutes later, we were on the field at Lakehurst. It then started to rain. The dirigible was down in the southern part of the storm area, barely keeping out of it, awaiting a chance to come in. It was due in at 6. In the meantime we had set up electrical transcription recording equipment to record the landing when it took place. While we were setting up equipment, the rain was coming down in torrents. Originally we had planned to set up our equipment on the landing field but because of the rain we set it up inside the glass hangar. Thank God we did that because the burning Zeppelin might have crashed right upon us had we been on the field.

"The *Hindenburg* had not shown up yet at 6, so we started to record an explanation as to why it had not come in on Thursday at the scheduled time for arrival. While doing this I was standing outside the hangar when I saw the ship appear. It slowed down in the rain. The landing crew came in all set to pull it out of the skies and fasten it safely to the mooring mast.

"While describing the approach and the descent, I saw them throw out two ropes; the last crew caught them and started to pull the nose down. All motors but one were dead and this was a left rear one which was sputtering and about to stop. Just as I was talking about this motor there was a sudden blinding flash from the tail surface. I shouted, "It's burst into flames!" Then there was a second explosion and the tail was up in the air, dropping the nose to about 60 feet from ground. Then the nose burst into flame and the entire mass crashed to the earth—811 feet of flaming hydrogen gas, balloon silk and molten duralumin.

"I described the burning wreckage until the fire was extinguished. During the brief intervals between broadcasts, I rushed to give any assistance I could, I was the first spectator to get to the *Hindenburg* and I helped remove Phil Mangone who was the first man out. He crashed through the observation window and jumped to the ground. Then I gathered together a number of the survivors and interviewed them. I also interviewed one of the stewardesses of the American Airlines who had been on nurse duty in the 'lighter than air' hangar which housed many of those burned or the *Hindenburg*.

"The broadcast, by necessity, was concluded at 9:11 p. m. (EST) to catch the last ship to the airport in Newark. We left Newark at 1 o'clock May 7 for Chicago, on the night owl flight of the American Airlines arriving at 6.

"The transcription of this scene was broadcast from station WLS at 11:45 a. m.,-12:30 p. m. Chicago time."

On the special 45-minute broadcast were George C. Biggar, WLS program promotion director, Harold Safford, WLS program director who announced the program, and the two guests of honor, Morrison and Nehlsen.

News Enterprise

KCKN, Kansas City, broadcasts news every hour on the hour. To keep the news setup in working order, Ellis Atteberry, manager, confers daily with Olaf Soward, director of news. While the daily conference was being held May 6 all newscasters, including the announcer who guards the UP teletypes, joined in a discussion of ways to get news flashes on the air at the earliest possible second.

While the discussion was going on, the unguarded teletype was pouring out the biggest story in months—the *Hindenburg* disaster — and KCKN was several minutes late with its first bulletin.

ANOTHER FIRST—Was achieved at 2:15 a. m. May 10 when from 1,686 miles out from Floyd Bennett Air Field the voices of Henry T. (Dick) Merrill, ace aviator, and his radio operator and co-pilot, Jack Lambie, were broadcast over a coast-to-coast MBS network, as they reported their location and average speed of 173 miles an hour. Through cooperation of Eastern Airlines, MBS was enabled to install microphones in the airline's headquarters at Newark Airport and to pick up and broadcast the messages as they came in from the plane, *The Daily Express*, in which the aviators expected to return to America on May 13 with the first moving pictures of the coronation. Every hour during the night MBS picked up the airplane's report to the airline office until contact could no longer be made and broadcast the ship's position across the land. At 1:35 p. m. WOR and the network broadcast the flash that Merrill had arrived at Northweald and his landing at Croyden was announced at 1:54 p. m. In photo are Dave Driscoll with WOR mike, awaiting news from mid-ocean, with Charles Singer, WOR engineer, in background with telephone.

Texas Group to Meet

ANNUAL meeting of the Texas Broadcasters Association has been scheduled for June 5 at the Texas State Hotel, Houston. A general session will be held in the morning but the afternoon will be divided into technical, program and sales groups. A number of prominent speakers have been invited. Stations are planning to send as many of the personnel as possible. A banquet will be held in the evening. James R. Curtis, of KFRO, Longview, is secretary.

Lea Bill Is Given Favorable Report

HOUSE action on pending legislation to tighten up on the sale and advertising of food, drugs and cosmetics and also to broaden the powers of the Federal Trade Commission was indicated May 12 when the House food and drugs subcommittee acted on two pending measures.

Having before it the Copeland Bill (S-5), dealing with food and drugs legislation and the Lea Bill (HR-3143), which would broaden the FTC's power over advertising, the subcommittee agreed to strike from the former measure all advertising provisions and to report the Lea Bill substantially in its introduced form. The Copeland Bill proposed that control of advertising of food, drugs and cosmetics be vested in the Food & Drug Administration of the Department of Agriculture, a provision which for several years has drawn the opposition of the House. The measure passed the Senate earlier this session with that proviso.

The Lea Bill, on the other hand, cuts directly across the Copeland measure and prescribes that the powers of the FTC be broadened to encompass unfair and deceptive acts as well as unfair competition. In that manner, it is held, the advertising provisions of the Copeland measure are viewed as unnecessary and repetitious of the Lea measure.

A meeting of the House Interstate & Foreign Commerce Committee has been scheduled for May 18, at which time it is expected to consider the subcommittee's recommendations on both bills.

CIO AND MUSICAL GROUP DICKERING

FRANK ROSENBLUM, regional director of the CIO in Chicago, has been conferring with officials of the American Musicians Union, a national independent group with headquarters in Chicago, in regard to possible affiliation of the AMU with the CIO. If the affiliation were consummated, it would be the first real opposition the Chicago Federation of Musicians, an A. F. of L. affiliate, has had since James Petrillo became a CFM power.

The American Musicians Union claims a national membership of 2400, with more than half of that number in Chicago. Other AMU locals are in New York, St. Louis, Minneapolis, Springfield, Ill., and Danville, Ill. The AMU was founded in Chicago in 1892 and became a national union in 1912. At one time a very potent factor in the union field, it waged a losing battle with the American Federation of Musicians 20 years ago and since then has been a negligible factor in the national musician's union picture. However, CIO affiliation would unquestionably strengthen the organization considerably.

Max Kozakiewicz, national secretary of the AMU in Chicago, who has held that post since 1914, spoke to John Brophy, director of the CIO in Washington by long-distance May 11. In the conversation Brophy indicated that he was ready to send a charter to the AMU in Chicago providing jurisdictional rights could be straightened out, that is, if the AMU would be confined within the limits of Cook County (Chicago). Should the CIO charter be granted there is belief it would mean a tremendous gain of AMU membership because many musicians are said to be opposed to Petrillo policies and prefer the CIO setup to A. F. of L. AMU dues of $10 initiation fee and $2.50 quarterly dues are lower than those of the AFM.

FLOOD PAGEANT—Symbolic of radio's role in the recent Ohio-Mississippi floods was the reenactment of some of the historic broadcasts on the stage of Constitution Hall, Washington, May 11 before the American Red Cross conference, by this crew from WLW, Cincinnati. With a miniature 12-foot tower, with a pack transmitter and with some of the same men who were on duty during the flood, the WLW crew performed before several thousand delegates. Left to right: Peter Grant, chief announcer; William S. Hedges, vice-president; Paul Sullivan, news commentator; Bob Kennett, program manager; Bob Booth, engineer with mobile unit.

Hanff - Metzger Changes Name to Buchanan & Co.

ON MAY 15, Hanff-Metzger Inc., New York, changed its name to Buchanan & Co. and moved to larger quarters at 1501 Broadway from its old location at 580 Fifth Ave. Thomas S. Buchanan, who has been president of the agency for the last two years, continues in that capacity, with J. A. Hanff remaining as chairman of the board. It was announced that the staff will remain intact. Louis A. Witten is vice-president of the agency in charge of radio.

Carter to Pedlar & Ryan

JOHN ARCHER CARTER has joined the radio department of Pedlar & Ryan Inc. as director of radio commercials. Mr. Carter's seven years of radio advertising were spent partly in Chicago with the J. Walter Thompson Co. and lately with Benton & Bowles, where he was head of the radio department.

'SEND A BOAT!' One of Greatest Feats in Radio History Wins Award

Mr. Bingham

Mr. Harris

THOSE stirring "send a boat" messages which echoed from WHAS, Louisville, over WSM, Nashville, and frequently over the networks during the recent Ohio floods, were recalled as one of the greatest public service feats in radio's history on May 2 when William S. Paley, CBS president, presented the Columbia Award for Distinguished Contribution to the Radio Art to WHAS via the CBS network. It was accepted by Barry Bingham, publisher of the *Louisville Courier-Journal*, who was introduced by Credo Harris, WHAS manager, speaking from Louisville. The notable broadcasts, it was pointed out, lasted 188½ continuous hours. Only previous recipients of the award were Col. Charles A. Lindbergh, Amelia Earhart Putnam, Leopold Stokowski, Nino Martini and Admiral Richard E. Byrd.

Scholl on 22 Stations

SCHOLL MFG. Co., Chicago (foot remedies), will run a spot campaign on 22 stations the week of June 6 in conjunction with the firm's Foot Comfort Week. Live one-minute 125-word announcements will be used twice daily June 7 through June 11. Scholl Mfg. Co. has used radio before and if it is satisfied with the five-day campaign may shortly undertake a regular radio schedule. Agency is Donahue & Coe Inc., New York. These station will be used: WSB, WFAA, WMAQ, WCKY, WTAM, KOA, WJR, KMBC, KFI, KSTP, WBZ, WBZA, WINS, WHN, KYW, WKBW, KDKA, WJSV, KGO, KSD, KJR and WBAL.

Peter Paul Testing

PETER PAUL Inc., Naugatuck, Conn. (Mounds and Dreams candy bars) has returned to the air after an absence of seven years in a comprehensive live-talent test campaign over ten eastern stations. Announcements and programs ranging from one minute to 15 minutes are being tested to determine the most effective method of reaching the radio audience by this candy manufacturer. Platt-Forbes Inc., New York, is the agency with William A. Forbes account executive.

CBS Lands Derby

CBS has obtained exclusive five-year rights to broadcast the Kentucky Derby, starting in 1938. William B. Lewis, vice-president in charge of programs, closed the deal May 12 with Col. Matt Wynn, general manager of Churchill Downs. This year the Derby was broadcast by NBC for Brown & Williamson Tobacco Co., Louisville.

WBS Completes Deal For Site in Hollywood; Big Plant Contemplated

P. L. DEUTSCH, president of World Broadcasting System, left for New York May 10 after completing negotiations for the purchase of property at Beverly Blvd. and Third St., in Hollywood, upon which the new West Coast studios and offices and WBS are to be built at a contemplated cost of $250,000. Construction of the buildings will begin at once in order to assure their completion by Oct. 1.

Interviewed at the Beverly Hills hotel, where he has been staying while on the West Coast, Mr. Deutsch said: "Because of the great amount of broadcasting activity that is centering here, we feel that our building of studios at this central location in Hollywood will greatly facilitate our service to West coast, as well as national advertisers. Hollywood is definitely an important center of broadcasting and, judging from present indications, it will continue to assume more importance."

Plans and requirements for the studios have been definitely completed and given to architects and to Pat Campbell, West Coast vice-president of WBS. Mr. Deutsch plans to return to Beverly Hills within a short time to take further part in the project.

Meanwhile, WBS planned to occupy its new Chicago offices and studios on May 15. They are at 301 E. Erie St., and are housed in a large single-story building. Complete facilities for recording, processing and test pressings of WBS transcriptions are included. The entire plant is air-conditioned.

Rural Twine Spots

INTERNATIONAL HARVESTER Co., Chicago, began a spot campaign on 48 stations in rural areas May 8. Bindertwine, a strong twine, is being plugged in the campaign which is the firm's first venture into radio. One minute daily announcements are being used on all stations with the exception of participation in the *WSM Opry House* Saturday night and a morning program on WLW. A staggered schedule is being used as the advertiser is only interested in reaching the rural market when twine is most in demand — at the height of the threshing season. The southern campaign will be completed about June 1 while stations in the Dakotas will not complete the program until August. Aubrey, Moore & Wallace is agency.

Lavena Plans Another

LAVENA Corp., Chicago (face cream) is scheduled to start a second Chicago program on either WMAQ or WENR within two weeks. New quarter-hour weekly show would feature Lynn Cole, tenor, star of a program for the same sponsor Sunday evenings on WBBM. Latter program, the firm's first radio effort, changes to the Sunday spot May 16, having been on Monday evenings, for the last six weeks. H. W. Kastor & Sons Adv. Co. Inc., Chicago, is agency for Lavena, which is a subsidiary of Quaker Oats Co., of Chicago.

ELGIN NATIONAL WATCH CO., Elgin, Ill. placed 25 to 100-word announcements on 46 stations May 12. Commercials were tied in with the coronation ceremonies that day.

Federal Aims in Education by Radio

Studebaker Sees Government's Duty Including Operation Of Stations, Keeping Commercial System on Toes

By DR. JOHN W. STUDEBAKER
U. S. Commissioner of Education

Dr. Studebaker

EXPANDING rather than diminishing use of radio for educational purposes, including the use of newly-opened wave lengths for publicly owned broadcasting stations, was foreseen by Dr. Studebaker in his address on "The Government's Responsibility for Educational Broadcasting" before the Institute of Education by Radio at Columbus May 4. His threefold outline of Federal aims may possibly augur administration policy of the future toward the existing radio system, and therefore merits reading by all interested in the future of the industry.

THE responsibility of the Federal Government for educational broadcasting, as I see the situation, falls within at least three areas, as follows: (1) to safeguard the use of radio frequencies to insure the maximum of public servce; (2) to use radio to acquaint the public with the work of the Government; and (3) to keep the public posted concerning the services it should expect of radio, and to persuade and assist broadcasters to provide those services. I shall discuss briefly these points in the order named:

1. *The responsibility of the Government to safeguard the use of radio frequencies to insure the maximum of public service.*

Radio frequencies are recognized as public property by the Congress of the United States which has placed in the hands of the Federal Communications Commission the responsibility of securing the use of these frequencies in the "public interest, convenience, and necessity". The Commission, in turn, has set up certain regulations to govern the granting of licenses. Under these regulations, we find that approximately 97% of the frequencies within the regular broadcast band are being used by commercial companies which depend upon radio advertising not only to finance the construction and operation of the stations but also to gain financial profits on the original investments. To be sure, these stations have been charged with the responsibility of operating in the public interest, convenience, and necessity, and from time to time they are called upon by the Commission to submit evidence of the public service which they are rendering.

The Industry's Progress

Phenomenal progress has been made in technical equipment under this system and no less phenomenal progress has been made in the technique of broadcasting. Stations and chains have spent large sums of money to create programs having the widest popular appeal, as they vie with one another for audiences. American broadcasts are generally popular with American audiences. It is hard to conceive, however, that nearly all radio channels in the broadcast band should be placed permanently in the hands of commercial companies even though they are charged to use them in the public interest, convenience, and necessity.

I do not wish to be interpreted as criticizing the Federal Communications Commission or its predecessor, the Federal Radio Commission. They set up regulations to govern the granting of licenses. Commercial agencies complied with the regulations and were granted the licenses. Neither do I wish to be understood as criticizing the commercial broadcasters. They have entertained and enlightened the public, and made noteworthy advances in radio science and in the art of broadcasting. Public agencies were slow to grasp the educational signficance of radio, and even slower to work out a sound financial basis for the construction and operation of high-grade stations. Although much of the early advance in radio engineering emanated from colleges and universities, college radio stations, with few exceptions, have been inadequately financed and therefore backward in the development of the art of broadcasting.

Is it any wonder then that education on the air is rather generally recognized as one of the rough spots in our broadcasting system? The FCC in its report to the President of the Senate of the United States on Jan. 22, 1935, stated:

"The Commission feels, in particular, that broadcasting has a much more important part in the educational program of the country than has yet been found for it. We expect actively to assist in the determination of the rightful place of broadcasting in education and to see that it is used in that place."

Publicly Operated Stations

It is my opinion that, when broadcasting plays a "much more important part in the educational program", than at present, that result will have been brought about not only by increased cooperation between educators and broadcasters, but also through a larger number of *public agencies operating stations on the public channels, exclusively in the public interest, performing public services over and above those which these agencies can perform by the use of commercial radio stations alone.* The executive departments of the Federal Government have not been satisfied to leave to commercial agencies the responsibility of carrying the Government's point-to-point radio communications. Roughly, 25% of all the radio frequencies now in use are assigned to the various departments of the Federal Government. And I am reliably informed that the Federal Departments expect to use a considerably larger percentage of the ultra-high frequencies between 30,000 and 300,000 kilocycles.

When the FCC held a conference last June to consider the allocation of the ultra-high frequencies among various agencies and for various services, I requested that a minimum of three megacycles be reserved for the exclusive use of local school systems for services in addition to those which they could normally expect commercial radio stations to perform. This request was for only about 1/25th of the channels under consideration but seemed reasonably adequate to meet the needs of school systems and other educational agencies, since the portion of the frequencies requested would provide approximately 75 clear channels suitable for short range broadcasting.

Expects School Allocations

No final decision has been reached in this matter but I confidently expect the Commission to make adequate allocation for this purpose. If it does, then the responsibility for constructing the stations and developing their maximum use in the public interest will fall upon local school officials and other educational groups. If they fail to take advantage of this opportunity within a reasonable length of time, the reservation on these frequencies will no doubt be removed and local school authorities will have missed their opportunity to use them in the performance of their services to the schools and the public. I am fully convinced that I would have been lacking in foresight and negligent of my duty if I had not pointed out the incalculable value to organized education and the general public interest which may come from a widespread and continuous educational use of ultra-high radio frequencies.

In addition to the proposed reservation of ultra-high frequencies for use by local school systems and other educational agencies, five excellent short waves have been set apart by international agreement for the broadcasting of inter-American radio programs over stations set up by the several American governments. To fulfill the obligations of the United States in this plan, the Hon. Emanuel Celler has introduced a bill in the present Congress (HR-4281) providing for the establishment of a powerful Government shortwave station in Washington to be built and maintained by the United States Navy, while the broadcasts are to be prepared and presented by the Office of Education.

2. *The responsibility of the Federal Government to use radio to acquaint the public with the work of the government and thus to contribute to national well-being.*

At the end of his first year in office, in an address delivered at Constitution Hall, Washington, D. C., President Franklin D. Roosevelt spoke of the outstanding feature of his first year in office. In part he said:

"* * * * the amazing and universal increase in the intelligent interest which people of the United States are taking in the whole subject of Government. In cities, in hamlets and on farms, men and women in their daily contacts are discussing, as never before except in time of war, the methods by which community and national problems are ordered. * * * We need very definitely practical contacts between the collegiate and educational world and the operation of Government. The development of our economic life requires the intelligent understanding of the hundreds of complicated elements of our society."

One way to develop this understanding is by means of public forums which I have long advocated. We are now making reasonable progress in the development of public forums. As a basis for forum discussions, however, we need a great deal of information about problems and the part the government is playing in their solution. Along with the press, the radio has come to be a powerful force in the diffusion of this information.

Wisely and fairly selected and planned, this information is not only useful in organized public discussions but also in the provocation of informal discussion of national problems in every city and village throughout the country. This service is particularly useful to a democracy in a country like ours with its broad geographical expanse, its diversified physical characteristics and climatic conditions, and its population of many races of people from all parts of the world. Through radio, space can be annihilated and our tens of millions of people made neighbors.

Educational Programs

Believing that convictions should be followed by action, we secured emergency funds to launch the Federal Radio Education Project about a year and a half ago as an experimental demonstration in educational radio programs. Through this project, we are now broadcasting five weekly series over coast-to-coast networks of the national chains. In the preparation of these programs and in the Radio Workshop we are conducting in cooperation with New York University, we are training many CCC boys and others to become practical broadcasters. More important, however, we are broadcasting a wealth of information about the Government or collected by it, in an attractive and interesting manner. You are in a position to judge the merits of these broadcasts, which are under the direction of William D. Boutwell of our Office. We shall welcome your comments and criticisms.

The popularity of the programs may be judged partially at least by the fact that we receive weekly an average of approximately 10,000 pieces of mail in response to announcements over the air. This mail is not limited to so-called radio fans who expect to get some-

(*Continued on page 64*)

Callahan to WWL; Dodge Takes Post

WRC-WMAL Sales Head Ends Notable Career in Capital

Mr. Dodge

RESIGNATION of Vincent F. Callahan, for the last ten years assistant to the vice-president of NBC in Washington and sales manager of WRC and WMAL, to become general manager of WWL, New Orleans, was announced May 7.

Simultaneously F. M. Russell, NBC Washington vice-president, announced the appointment of John H. Dodge, Mr. Callahan's chief assistant, as sales manager of the two stations. He has been with WRC and WMAL since 1934, and during 1935 and last year was the top local salesman in the group of NBC managed and operated stations.

Mr. Callahan takes over his new duties May 17, succeeding to a newly-created post. Capt. A. C. Pritchard manager. remains on the staff. Mr. Callahan has been with NBC in Washington since 1927, joining WRC as its first salesman shortly after the formation of NBC. [See "We Pay Our Respects to——" sketch this issue].

Mr. Dodge's Record

Like Mr. Callahan a native Washingtonian, Mr. Dodge came to NBC after a newspaper and selling career. He is 37 years old and from 1922 to 1926 was on the news staff of the *Washington Times*. He served six months in the advertising department and then joined the sales department of the Pierce-Arrow Motor Car Co. in Washington. From 1928 to 1934 he was on the road for the Home Economics Service Corp., selling special newspaper sections. Joining NBC in June, 1934, he soon established for himself an enviable record as a salesman. He led all NBC owned and operated local salesmen in 1935, his billings aggregating $100,000, and last year they increased some 50%.

WWL operates on the 850 kc. clear channel with 10,000 watts but has an application pending for an increase in power to 50,000 watts. It is owned by Loyola University and for the last year has been a CBS outlet. Studios are in the Roosevelt Hotel.

New California Outlet

KVEC went into operation May 8 at San Luis Obispo as California's newest broadcasting station, authorized for construction last year by the FCC and operating with 100 watts daytime on 1200 kc. Its license is held by the Valley Electric Co., local radio and appliance dealers and contractors. The station is RCA-equipped throughout, with Bethlehem vertical tower. Les Hacker, at one time with the Dollar Steamship Co., is manager; John Clifton, formerly with KFXM, San Bernardino, is commercial manager; Rod O'Connor, formerly with KSEI, Pocatello, Ida., is program director, and James Guest, formerly with KMTR, Hollywood, is chief engineer.

Photos by Kuprion, Louisville

COVERING THE DERBY—The Kentucky Derby at Louisville May 8 brought out a galaxy of network, station and agency notables to handle the broadcast over NBC-Blue under the exclusive sponsorship of Brown & Williamson Tobacco Co., Louisville (Raleigh, Kool). By special arrangement WHAS, though a CBS outlet, was added to the network to carry the feature. NBC and Batten, Barton, Durstine & Osborn staff men were aided by WAVE staff, who made their mobile unit (upper photo) available with that of NBC's Chicago division. In action during the broadcast (lower photo) were, in booth left to right: John Ruffner, WAVE engineer, at parabolic; George F. Gouge, BBDO vice-president; Ken Fickett, BBDO production man; E. A. MacCormack, NBC engineer. Outside of booth, left to right, are Charles Lyon, NBC announcer at microwave unit; Arthur Pryor Jr., BBDO vice-president in charge of radio; Wilbur Hudson, WAVE chief engineer; A. A. Schechter, NBC special events director. On the job but not in these photos were R. A. Limberg, NBC engineer in charge; Lyle Van, NBC announcer; George Patterson, WAVE program manager; John Stark and John Hafer, WAVE engineers.

NBC Accounts for Nearly Half RCA Quarter Gross

GROSS income of RCA from all its operations during the first three months of 1937, as announced May 3 by David Sarnoff, president, amounted to $24,931,110, an increase of $956,366 over the same quarter last year. Of this gross, time sales by the two NBC networks [BROADCASTING, April 15] accounted for $10,452,084.

RCA's net profit for the quarter, transferred to surplus, amounted to $2,243,056, as compared to $1,286,691 during the same quarter of 1936. How much the NBC contributed to the net figure was not disclosed since RCA does not publish figures relating to its subsidiary companies. The RCA surplus as of March 31 was $17,577,705.

Chrysler Cooperatives

CHRYSLER Corp., Detroit (Airtemp, air conditioning units), is making a cooperative advertising offer to dealers in which radio may be included if the dealer desires, although no definite radio campaign has been laid out by the agency, J. Stirling Getchell Inc., N. Y.

New Artists Bureau

FORMATION of the T. B. T. Artist Bureau Inc. as a division of Transamerican Broadcasting & Television Corp., has been announced in Hollywood by Martin A. Gosch, vice-president and general manager. Mr. Gosch has been identified with radio activities of Warner Bros. Pictures Corp. and acted in a liaison capacity between Warner Bros. and Transamerican prior to the establishment of the Bureau. The Bureau has declared as its policy the function of representing artists in radio work through Transamerican, which was described as an organization geared to coordinate the requirements of the motion picture industry with radio. Specific mention was made of elimination of difficulties arising from radio appearances of motion picture artists.

Roy Toy Spots

ROY TOY Co. of New York will use spot radio in a number of cities to advertise "Alleeoop", a new game selling for 25 cents. Game has just been introduced in New York and since summer is traditionally a bad time to sell games, advertising may not be started until fall. Reiss Adv. Inc., New York, is the agency.

Summer Sport Schedule Of Atlantic Refining Co. To Include 400 Games

ATLANTIC REFINING Co., Philadelphia (White Flash gasoline and motor oil), which has been a big sponsor of eastern collegiate football games, will this summer sponsor broadcasts of some 400 baseball games, played by the Pittsburgh Pirates and by four teams of the New York - Pennsylvania league: Binghamton Triplets, Williamsport Grays, Hazelton Red Sox and Wilkes Barre Barons. Negotiations are still being carried on with other teams and stations and the sponsor hopes to enlarge this schedule if time conflicts can be overcome.

The 154 games of the Pirates will be broadcast on WWSW, Pittsburgh, by resumes of play-by-play reconstructions of the games from Western Union wire reports immediately following home games and coincident with out - of - town games, or by summaries when the games are held in cities where the clubs will not permit play-by-play broadcasts. Claude H. Haring will give the descriptions of the play.

Some 60 of the Triplets' games will be broadcast direct from the field by Tom McMahon on WNBF, Binghamton, N. Y., and where the games cannot be broadcast he will give a 10-minute resume. Sol Wolf will broadcast the Grays' games on WRAK, Williamsport, Pa.; Vic Diehm, the Red Sox contests on WAZL, Hazelton, Pa., and Billy Phelps, the Barons' games on WBRE, Wilkes Barre, Pa., all giving play-by-play accounts of home games from the ball parks and reconstructing out - of - town games from wire reports.

No more than five minutes will be allowed for commercial announcements during any game. The five commercials on each broadcast will be spotted before the game, following the third, fifth and seventh inning, and at the close of the game. Listeners are urged to "come out and see the home town team" and the point is stressed that the broadcasts are put on for those who find it impossible to attend. Announcers are forbidden to tie in the product with spectacular plays on threat of instant dismissal.

Schedules containing rosters of the teams, pictures of the club managers and a boost for the station as well as advertising for Atlantic products have been supplied to dealers for distribution to their customers. Window posters, banners and newspaper space complete the supporting campaign. Atlantic advertising is handled by N. W. Ayer & Son Inc., Philadelphia.

College Baseball Sponsor

ASSOCIATED OIL Co., San Francisco, is beginning a test series of intercollegiate baseball broadcasts. The Washington - Oregon games May 14 and 15 will be heard over KXA, Seattle, and the Washington-Oregon State College games of May 19 and 20 will likewise be broadcast over the same station. According to Lord & Thomas, agency, coverage of the intercollegiate baseball meets is the outcome of increasing success experienced with recent basketball, football and track sportscasts on the Pacific Coast.

WLS *Eyewitness Recording* *of* HINDENBURG DISASTER

WLS is proud to present the pictures of Announcer Herb Morrison and Engineer Charley Nehlsen. Our hearty congratulations to them for their courage under trying conditions.

WHEN WLS learned that the Giant German Zeppelin "Hindenburg" would land in Lakehurst, New Jersey, on May 6th, inaugurating regular 1937 summer passenger service to the United States, arrangements were made to fly Herbert O. Morrison, staff announcer, and Charles Nehlsen, engineer, to the scene. The object was to transcribe a complete description of the epoch-making event — fly back to WLS immediately—and broadcast the recording to our midwestern audience.

Result! WLS scooped the world! With a set-up in the Lakehurst hangar, Nehlsen calmly handling the mechanical end, "Herb" Morrison started his eyewitness description of the Hindenburg's landing. Suddenly a burst of flame! In a second, this giant of the air was afire! A terrific explosion! The "Zep" headed for the earth. Passengers jumping! Men, women and children screaming! You know the rest of the story of that catastrophe.

WLS's "Herb" Morrison vividly described it all. He interviewed the first man to reach ground safely! Other passengers and witnesses told their story on the WLS "mike". And a permanent recording was made of an eyewitness description of one of the world's most terrible disasters.

WLS broadcast the thrilling 40-minute recording at noon, Friday, May 7th. NBC carried it throughout America.

WLS has added another noteworthy contribution to radio's many outstanding public service achievements.

WLS

The Prairie Farmer Station

870 KILOCYCLES

BURRIDGE D. BUTLER *President*. GLENN SNYDER *Manager*

National Representatives — JOHN BLAIR & COMPANY

Some
Wire Space Reservation TODAY... Advertisin

thing NEW

out June 15th

NAB Convention Issue

MARKET DATA EDITION!

This year our Convention Issue of June 15 will be a Radio Market Data Edition . . . . . a volume which will be constantly consulted by radio advertising executives.

The main feature . . . . . 48 full-page radio maps of the states. These maps are broken down by counties and show cities having radio stations.

Another 48-pages . . . . . devoted to important market data of each state, giving at a glance such basic information as stations by cities, their call letters and assignments, population figures, receiving set figures by counties, retail outlets and sales by classes of business, automobile registrations, telephones, tax receipts . . . . . .

Tell the story of your station effectively and lastingly in this issue . . . . . the year-round market data book for time buyers.

Regular rates apply.

BROADCASTING

Broadcast Advertising

NAT'L PRESS BLDG.
WASHINGTON, D.C.

in Forms Close June 1

XUM

Full Time for Clear Stations By Duplicate Operation Asked

KEX Application Reopens Plan Involving WOWO, KVOO, KYW, KOB in Channel Shift

PLANS for simultaneous operation of a half-dozen clear channel part-time stations in such a way as to bring about full-time operation crystallized May 10 with the filing of an application by KEX, Portland, Ore., for full-time simultaneous operation on the 1160 kc. channel.

Supplementing the plan submitted to the FCC last January and based upon conclusions reached at the allocation hearings of last fall, the KEX application is designed to pave the way for duplication of three present time-sharing clear channels. Other stations directly affected in the proposition, now pending before the Broadcast Division, are WOWO, Fort Wayne, Ind., half-time station on 1180, which would shift to 1160 for simultaneous operation with KEX; KVOO, Tulsa, and WWVA, Wheeling, which would operate simultaneously on 1140 kc. shifting from existing time-sharing assignments and WAPI, Birmingham, half-time station now sharing with KVOO, which would operate on the 1020 kc. channel used in Philadelphia by KYW, Westinghouse station.

On the 1180 kc. time-sharing channel on which KEX now shares with KOB, Albuquerque, N. M., the latter station would continue to operate and has filed no application for simultaneous operation. As things stand now the channel would be cleared for that station. WINS, New York Hearst-owned station, operates limited time on the channel.

Effect of Conference

What the FCC Broadcast Division will do about the application is problematical. The North American Radio Conference held in Havana last March may have a complicating effect. Mexico, Canada and Cuba agreed to adhere substantially to allocation principles recommended by this country's delegation to the Conference and ratification of those plans is expected at the forthcoming November Pan American Conference in Havana. By changing the status of these channels from clear time-sharing channels to duplicated high-power channels, the classification would conform with the class "B" category agreed to in principle at the Havana Conference.

At the Oct. 5 hearing testimony was presented tending to show that time-sharing on clear channels was both uneconomic and not in the public interest since listeners are deprived of full program service. The filing of the applications resulted from the testimony adduced at this hearing.

Last January KVOO, WWVA and WOWO had filed their applications with the FCC for the simultaneous operation. In the case of WAPI, owned by three Alabama colleges, no application was filed since the station on Aug. 1 will be taken over by new lessees headed by Ed Norton, Birmingham business man and principal owner of WMBR, Jacksonville. Now an NBC outlet, this station is expected to go CBS on Aug. 1 but assurances were given that the station would seek simultaneous operation on the 1020 kc. channel with KYW. KYW, as a Westinghouse station, agreed to the preliminary plans on duplicated operation since WOWO, its Fort Wayne station, would also acquire duplicated full-time operation by virtue of the proposed shift.

The original plan contemplated clearing of the 1020 kc. channel for WCFL, Chicago Federation of Labor station now operating on the 970 kc. channel originally designated a clear on which KJR, Seattle, was the dominant station. This channel, however, was broken down several years ago by assignment of WCFL on it with full time. The late E. N. Nockels, as general manager of WCFL, declined to consider that wave, demanding that the 970 kc. channel be cleared for the labor station and KJR shifted to some other frequency. In the applications now pending, no accounting is made for possible change in status for WCFL.

As a matter of fact, the simultaneous operation full time on the three clear channels could not be accomplished without a change in existing FCC regulations, since the channels are designated on the records as clear waves. The effort is to procure a hearing on the pending applications in the hope of obtaining action at an early date, rather than have the entire project held up until after formal allocation plans are adopted in this country or until after the Pan American Conference in November.

The stations which would be involved in the duplicated lineup operate with power ranging from 5,000 to 25,000 watts, and in some cases operate simultaneously daytime while sharing at night. The Craven-Ring allocation plan, based on the October allocation hearings, proposed power of up to 50,000 watts on class "B" channels, in which category the stations would fall. The applications themselves specify use of existing powers in the cases of all stations with directional antennas in some cases to protect signals of the respective stations even with 50,000 watts on the duplicated waves.

Signing of the KEX application was delayed because of negotiations involving possible sale of the station, owned by NBC, to the *Portland Oregonian*, its lessee. The leasehold of the station has been adjusted, it is reported, with NBC continuing ownership and with the *Oregonian* continuing to operate it under the lease arrangement.

In addition to this basic plan, evolved largely by NBC, there are also pending before the FCC three applications involving CBS stations. WBBM, Chicago, operating simultaneously on the 770 kc. channel with KFAB, Lincoln, Neb., through a synchronized arrangement, has filed for full time on the channel while KFAB has filed for assignment on the 1080 kc. clear channel used by WBT, Charlotte, for simultaneous operation with 50 kw. Effect of such a shift, if approved, would be to clear the 770 clear channel for WBBM and duplicate the present 1080 clear channel. Both WBBM and WBT are owned by CBS.

AN NBC PIONEER

Helen Guy Completes 15 Years Service for Network

HELEN GUY

HELEN GUY, assistant to C. W. Fitch, business manager of NBC's program department, completed 15 years' continuous service with WJZ, New York, and NBC on April 27. She started as secretary to the late Charles Popenoe, then program director of WJZ, in 1922 when the station was owned by Westinghouse, and remained on the staff when it was made a key station of NBC in 1926. Bertha Brainard, NBC's commercial program manager, and Milton J. Cross, announcer, will also celebrate their 15th anniversaries with WJZ and NBC this year, in August and October respectively.

Canadian Body to Study Advertising Restrictions

RADIO advertising policy is to come up as the principal item before the meeting of the board of governors of Canadian Broadcasting Commission at Regina May 15, according to General Manager Gladstone Murray. Alleged evasion of the law against liquor advertising in some provinces will also be considered. Since no liquor advertising broadcasts of any nature are permitted over the corporation's stations, several complaints have been made against some private stations.

Maj. Murray stated that eventually radio advertising on Sunday would be eliminated in Canada. "We intend to gradually restrict advertising on all days of the week to institutional advertising only where sales talks do not take place," he said. The CBC is in the paradoxical position of requiring money from advertising to build new stations, and has recently started a sales campaign to sell advertising on its stations in competition to private stations.

A NEWSPAPER-RADIO PROGRAM

WSGN "Carrier Party" Promoted by Newsboys as Papers and Station Merge Efforts

By HENRY P. JOHNSTON
Vice-president & Director
WSGN, Birmingham

"AND good evening everyone. We welcome you to the *Carrier Party* . . . and to start things right the South's Greatest Newspapers bring you the South's Youngest Swing Band."

Thus begins another *Carrier Party* program on WSGN, a unique program in itself and one that should interest any station having a newspaper affiliation or any newspaper with a radio affiliation.

Less than six months ago a brain-child was born: the law of averages takes care of itself so WSGN and *Birmingham News* and *Age-Herald*, its owner, set about to build the *Carrier Party*.

Believing that out of 600 boys there was certainly talent, a young man, working on a Federal Theatre Project was employed to contact the boys in the 25 Birmingham circulation branches of the *News Age-Herald*. After a week of extensive work, Ira Leslie had all his plans and groundwork laid. It took three more weeks before the show was on the air, but when it did go on it met with instant success.

Before the show went on the first time the *News* and *Age-Herald* carried publicity on its radio page about the unique program. Display advertisements were carried. Announcements were made on the station. But these weren't all the things that were done to popularize the program . . . every carrier boy told every kid in his school about the program and every carrier, 600 strong, told five people on his route, asking them to listen in. And every week since the program went on the air the same promotion has been followed. Six hundred times five is 3,000 and 13 times 3,000 is 39,000 homes. Is there no wonder that the *Carrier Party* has become popular! Yes sir, 39,000 homes have been contacted since the program started and all 39,000 have been asked to listen to WSGN and the *Carrier Party* and all 39,000 have promised the little merchant carrier in his neighborhood that he would listen.

Has the program built listeners? I cannot say definitely yes, but I can say that our fan mail has increased considerably. March showed an increase of 68% over January.

The show is of the variety type with a master of ceremonies, a swing band, a string trio, a German band, tap dancers, comedians, singers, etc. It has the appeal of the kids because the performers are all kids and it has the appeal of the adult because your neighbor's kid is on the show or the youngster that leaves your paper each afternoon. Is it a popular program? Well, just fail to have it one night and you'll go crazy explaining why. We did one night. It was election night and we went off in favor of election returns. Never again.

The program has been used to tie up the paper and station. It has popularized the station, it has sold to the public the great work we are doing in our carrier organization and it has given an opportunity to kids to express their talents.

I am only sorry we did not think of the program sooner. It's a natural for any radio-newspaper combination. Sponsors are begging for the program, but it isn't for sale.

(*left*) Easter on the Avenue . . . WOR on the Coach.

(*left*) "It's hot," says the weather man. "Go fry an egg," says WOR.

(*right*) Chin Golf Invades New York. WOR Presents It.

It's News!

Every day WOR's crack feature men flash to the listeners of Greater New York colorful events which pop within this . . . the most exciting area on earth. Features with a tang to them. And news . . . new as a peeled egg, teletyped by Transradio to be broadcast five times each day. News, too, for advertisers wanting to sell WOR's alert listeners.* *Good news!*

**28 of WOR's Transradio quarter-hours now sold. A mere five open for sponsorship. May we offer you some?*

CBS Drops Plan To Purchase WOAI

Will Press for KSFO Lease; Texas Net Remains Intact

ABANDONMENT of the effort of CBS to purchase WOAI, San Antonio clear channel station, for $825,000, was disclosed May 3 with the filing of a request with the FCC by G. A. C. Halff, principal owner of the station, for withdrawal of the application for the sale.

Responsible for considerable controversy within the Commission and in Congress, the WOAI transfer was first filed Nov. 2 last year. An effort was made to have the transfer approved prior to the end of the calendar year because of the income tax situation which would be involved in the sale.

After a series of developments, including several amendments of the contract, FCC Examiner Seward submitted a report in which he recommended denial of the assignment on the ground that the sale price was out of line with the intrinsic worth. Oral arguments were scheduled before the Broadcast Division on the examiner's report for April 29, but the Broadcast Division, at its meeting April 27, deferred them for a 60-day period.

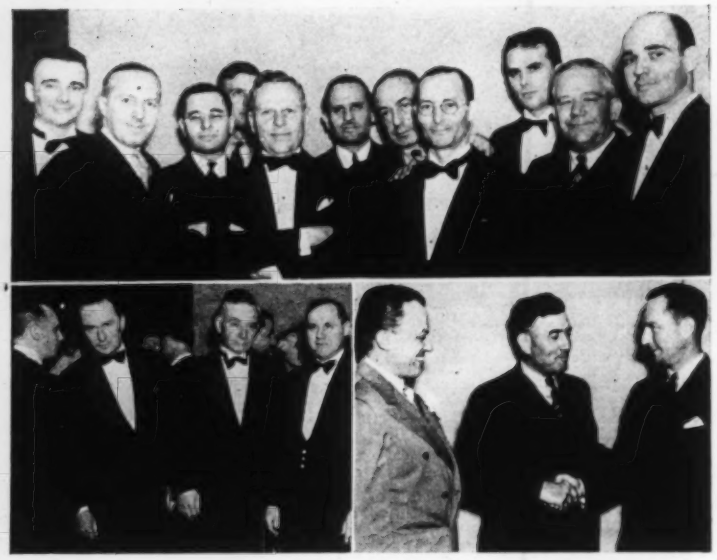
With the withdrawal of the assignment application, the slate is cleared on this case. CBS, it is understood, intends to proceed, however, with its application for lease of KSFO, San Francisco, under a long term, on which an unfavorable examiner's report was rendered late last month [BROADCASTING, May 1].

Status Quo in Texas

The original arrangement on the assignment of WOAI contemplated transfer of the entire Southland Industries Inc. properties for some $1,200,000 with resale of all properties other than the station to Mr. Halff, which would bring the net figure for WOAI down to $825,000. Of this amount, after Federal taxes on the basis of the 1936 returns, the net return to Mr. Halff would have been $600,000. After failure to procure FCC approval by the end of the calendar year, the sales contract was revised in such a way as to guarantee to Mr. Halff the net $600,000 figure with CBS assuming the obligation for any additional taxes which might accrue beyond the $825,000 figure. This arrangement, however, now has been abrogated.

Presumably the status quo as to station affiliations in the Texas area will remain by virtue of the cancellation of the sale. Had the sale been consummated, WOAI, now an NBC outlet, would have switched to CBS. Tentative arrangement also had been made, it was reported, for affiliation of KTSA, Hearst Radio Inc. station in San Antonio, with NBC in lieu of WOAI and also for the affiliation of WACO, in Waco, likewise owned by Hearst, with that network. KNOW, Austin, a Hearst owned station, is already on NBC.

The Texas Quality Group, of which WOAI is a part, presumably would have been revamped too, with the change in ownership. It is understood that this group will remain intact by virtue of the withdrawal of the application.



WOWO-WGL DEDICATE—Prominent figures in radio, advertising and Fort Wayne civic life attended the dedication May 1 of new studios of WOWO and WGL, coincident with the affiliation of the stations with NBC networks. In the upper picture, left to right, are: Paul Mills, WOWO-WGL; Lowell Jackson, E. Katz Special Advertising Agency, station representatives; Dan Goldberg, Chicago; Davis Kirby, E. Katz, Chicago; George Brett, E. Katz, New York; Nate Pumpian, Henri, Hurst & McDonald, Chicago; S. L. Katz, E. Katz, Chicago; Ned Costello, E. Katz, New York; S. D. Gregory, assistant manager of Westinghouse stations; Ed Nelson, Wade Advertising Agency, Chicago, and Ralph Bateman, E. Katz, Chicago. Lower left: An informal shot of several honor guests—Left to right: A. H. Morton, manager of NBC-operated stations; Walter C. Evans, general manager, Westinghouse radio division; W. G. Marshall, vice president, Westinghouse; Ralph Kelly, vice president, Westinghouse. Lower right: Hon. M. Clifford Townsend, Governor of Indiana, congratulating Walter Evans. The smiling countenance at left is that of W. Ward Dorrell, general manager of WOWO and WGL.

WOWO and WGL Formally Dedicate New Plant and Affiliation With NBC

WITH some 300 guests present, WOWO and WGL, Fort Wayne stations owned by Westinghouse, on May 1 officially dedicated their new studios. Simultaneously the event signallized affiliation of the stations with the networks of NBC.

Housed in the Westinghouse Bldg. in downtown Fort Wayne, the studios were dedicated with an elaborate program broadcast over NBC-Blue. Speakers included Gov. M. Clifford Townsend of Indiana; Vice-president W. G. Marshall of Westinghouse, and Mayor Harry Baals, of Fort Wayne. Messages were read from President Roosevelt and FCC Chairman Prall.

The new facilities include five model broadcasting studios with control equipment, the 100-watt WGL transmitter and program, commercial and engineering departments of both stations. The installation occupies the second floor of the three-story Westinghouse Bldg. The first floor is occupied by display of Westinghouse domestic electrical equipment.

Approximately five months time was required to make the installation, which was supervised entirely by Ralph Harmon, manager of radio engineering of Westinghouse. WOWO has a 450-ft. steel antenna, the highest structure in Indiana. A new antenna for WGL has been erected on the roof of the Keenan Hotel, located diagonally across the street from the Westinghouse Bldg.

Amplifying and control equipment used by the stations for the most part was manufactured by Westinghouse. The master control room includes 11 racks.

WOWO was a CBS outlet but switched to the NBC basic Blue May 1. WGL is an optional outlet of both Red and Blue networks.

CBS New Directorate

THREE of the vice presidents of CBS on May 10 were announced as newly elected directors on the network's board, marking an expansion of management into the directorate. Hitherto William S. Paley, president, was the only member of the actual management on the board. The three new directors are Edward Klauber, executive vice president, Paul W. Kesten and Mefford R. Runyon. Other members of the board, besides Mr. Paley, are Leon Levy, Isaac D. Levy, Jerome H. Louchheim, Samuel Paley, Jacob Paley, Prescott S. Bush, Herbert Bayard Swope, J. A. W. Iglehart and Dorsay Richardson.

Marchand Disc Test

CHARLES MARCHAND Co., New York (Golden hair wash), has started 13-week test campaigns in two cities, using five-minute WBS recorded beauty talks three times a week on KMBC, Kansas City, and WTIC, Hartford. Agency is Burgher, Zealand, Kent & Co., New York.

ARTHUR GODFREY, the announcer of WJSV, Washington, who handles the CBS *Prof. Quiz* programs for Nash-Kelvinator Corp., has been signed for a new 13-week contract.

RICHARDS' PURCHASE OF KMPC APPROVED

PURCHASE of KMPC, Beverly Hills, Cal., by George A. (Dick) Richards, principal stockholder in WJR, Detroit and WGAR, Cleveland, was approved May 4 by the FCC Broadcast Division, sustaining the recommendation of Examiner Walker after a hearing last December. The purchase price was $125,000, the sellers being Gloria Scherer, R. C. Bauer and A. L. Shipley. Mrs. Scherer is widow of S. A. Scherer, formerly president of the Pacific Southwest Dicount Corp., which controlled the station.

KMPC operates with 500 watts limited time on 710 kc., the channel also occupied by WOR, Newark, and KIRO, Seattle. Mr. Richards, who with Mrs. Richards is shown in the Walker report as having a net worth "in excess of $700,000," for 17 years has maintained a winter home in Beverly Hills which he purchased for $40,000. Manager of the station is Leo B. Tyson.

At its May 4 meeting the FCC also authorized transfer of the 100-watt KIUP, Durango, Colo., from C. Guy Shepard, mayor of the town and an automobile dealer, to the newly formed San Juan Broadcasting Corp. Mr. Shepard will head the company, but the new stockholders will include M. L. Cummins, city councilman and a grocer, and J. W. Turner, local real estate and insurance man.

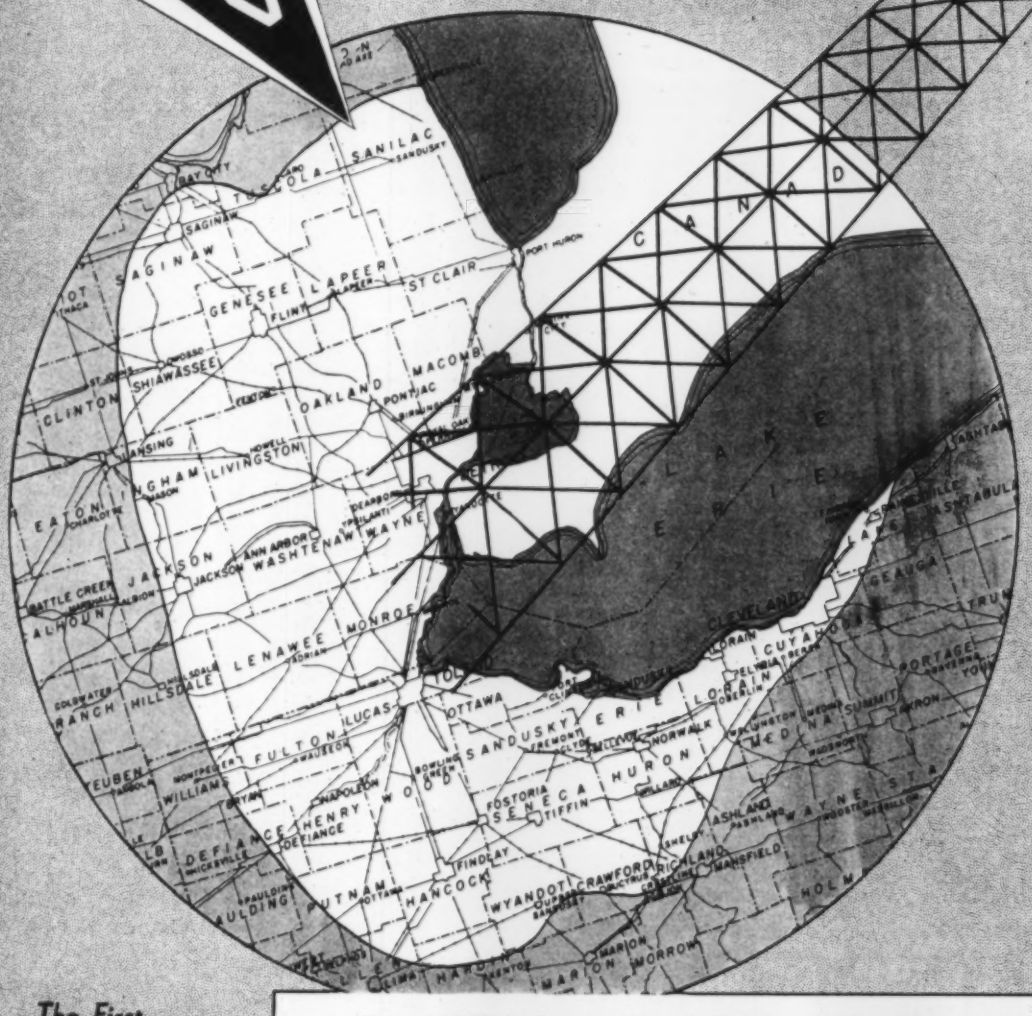
* * *

LOS ANGELES — With the FCC approving ownership transfer of KMPC, plans are under way for an immediate expansion and remodeling program to cost approximately $75,000. Mr. Richards, before leaving Beverly Hills on May 6 for the East, announced that new studios and offices will be added to the present station setup on Wilshire Blvd. Improvements will include a complete mechanical overhauling and installation of a new 5,000-watt transmitter. KMPC is now a 500-watter on the air from 6 a. m. until local sunset and 8:30 p. m. to 1 a. m. It is expected Mr. Richards will shortly ask the FCC for a power increase and full time. With transfer of the station, it is again intimated in the trade but denied by Richards and CBS that KMPC will shortly be linked to the network as a second Los Angeles county outlet, supplementing KNX. Leo B. Tyson, formerly general manager of the Don Lee Broadcasting System, Los Angeles, who joined KMPC last August, will continue to have complete charge of the station. He will supervise all improvements.

Movie Investigation

THE PART television may be destined to play in the future of the motion picture industry may be revealed if a resolution (H. Res. 160) introduced by Rep. Hobbs (D-Ala.), proposing an investigation of financing and practices of the motion picture industry in the United States, is enacted. While Rep. Hobbs asserted the resolution in its present form does not encompass radio in any way, it was stated that the investigation should divulge motion picture interests in radio and notably its visual aspects.

WWJ —Has Over 3 Million Listeners . . . in This Rich Area



Primary Day Coverage 3,170,762 People*

Primary Night Coverage 2,388,741 People*

The First Radio Station in America to Broadcast Regular Daily Programs

•

Member of NBC Basic Red Network

That WWJ is first in listener interest in Detroit. there can be no doubt. Every survey that has ever been made proves that. And here's another important consideration: In addition to its thorough coverage of Detroit (Preferred by 39% of the city's families**) WWJ also offers advertisers ***an additional audience of some TWO MILLION listeners outside of Detroit, but within its primary coverage area!*** Bear that in mind when planning future schedules. ***Also remember that you MUST have WWJ to cover Detroit adequately—920 Kilocycles—5000 Watts.***

National Representatives

The PAUL H. RAYMER COMPANY

New York Chicago Detroit San Francisco

**Standard Coverage and Market Data Service*

***Geo. B. Hackett, Independent Researcher*

Business in March 24.6% Over 1936

NAB Finds $32,180,035 Total For the First Quarter

BROADCAST revenues in march totaled $11,628,154, an increase of 14.2% over February and a gain of 24.6% over the same month a year ago, according to the monthly business summary issued by the NAB. All portions of the medium showed advances as compared with the previous month of 1937, led by national nonnetwork business. For the first quarter, the total income was $32,180,035, the NAB found, a jump of 26.1% over the same period a year ago.

Broadcast advertising continued to show the best gain as compared to last year although national magazines and newspapers showed larger advances from February to March. The broadcast gain in March over the same month a year ago yas 24.6%.

Nonnetwork advertising rose 18.5% over February and 35.6% over March of last year, the NAB reported, with most pronounced increase in the regional station group where a jump 23.5% over February was noted. By geographical districts, the New England-Middle Atlantic area led the nation as compared to February and March, 1936.

Disc Volume Soars

By rendition, the largest expansion was noted in the transcription field, where the rise from February to March amounted to 31.2%. Compared with March of last year, the best showing was made by announcements, followed by transcriptions. In the national nonnetwork field transcriptions led all types of rendition in the extent of their increase over February while announcements made the largest increase in the local field. All types of rendition except records were ahead of March, 1936, in the local field.

Sponsor groups showing most important increases over February were: National network household equipment and soap and kitchen supply, regional network drug and household equipment, national nonnetwork automotive and local tobacco and confectionery. As compared to March 1936, main gains were national network radio set and household equipment; regional network clothing and financial; national nonnetwork beverage, soap and kitchen supply and tobacco; and local confectionery and tobacco advertising. Retail advertising increased 21% over February and 20.8% over March, 1936.

March and February receipts follow:

	March	*February*
National net	$6,344,510	$5,714,443
Regional Net	101,944	96,382
Nat. nonnet.	3,037,000	2,517,900
Local	2,144,700	1,854,500
Total	$11,628,154	$10,182,325

Southern Station Spots

EDWARDS DRUG Co., Raleigh, N. C., will shortly start a campaign of spot announcements on Southern stations to advertise Tina-Cide, liquid for the relief of athlete's foot and other skin irritations. It has appointed J. Carson Brantley, agency of Salisbury, N. C., to place the account.

Increase in April Network Revenues Brings Four-Month Advance to 22.9%

THE combined revenue of the coast-to-coast networks for April totaled $6,041,149, an increase of 25% over the $4,833,159 which was their total billing for April, 1936. The first four months of 1937 have produced billings 22.9% higher than those of last year, $24,298,177 in 1937 as compared with $19,769,805 for the same period of 1936. Individually the radio chains all show four-month incomes higher than those of last year, ranging from the 33.6% increase for NBC-Red through the gains of 23.5% by CBS and of 16.7% by MBS to the 4.2% increase shown by NBC-Blue.

For April CBS topped the list two ways, reporting a revenue of $2,596,238 and an increase over April of last year of 33.1%. This, incidentally, was the 43d consecutive month in which CBS has made a gain over the corresponding month of the year before. This year CBS also reversed the usual seasonal drop from March to April by showing a slight increase ($36,522) over the March total.

April billings for the Red Network totaled $2,303,519, which is 30.7% better than for April of 1936. NBC's other network, however, just failed to meet its 1936 April figure by 0.6%, the second consecutive month that this chain has fallen below its last year's billing. The Blue total income for April, 1937, was $973,802. Total NBC revenue for the month was $3,277,321, a rise of 19.5% above April of last year.

Mutual's April billings for the month were $167,590, an increase over last April of 19.8%. And so, despite floods and strikes which have undoubtedly caused the total expenditures for broadcast advertising to be less than they normally would have been, radio billings continue to hold their earlier gains over 1936 and to make it more and more certain that 1937 will be by far the biggest year in radio history.

Gross Monthly Time Sales

	1937	*% Gain Over 1936*	*1936*
NBC-Red			
Jan.	$2,374,633	37.6%	$1,725,172
Feb.	2,273,973	34.0	1,697,524
March	2,531,322	32.2	1,915,357
April	2,303,519	30.7	1,762,201
NBC-Blue			
Jan.	$1,167,366	22.0%	$ 956,643
Feb.	1,021,809	0.5	1,016,776
March	1,082,961	—3.5	1,122,516
April	973,802	—0.6	979,727
CBS			
Jan.	$2,378,620	24.2%	$1,901,023
Feb.	2,264,317	18.6	1,909,146
March	2,559,716	17.8	2,172,382
April	2,596,238	33.1	1,951,397
MBS			
Jan.	$ 187,362	12.7%	$ 166,266
Feb.	202,088	24.4	162,358
March	212,861	11.2	191,483
April	167,590	19.8	139,834

Lottridge Resignation Alters NAB Sales Group

RESIGNATION of J. Buryl Lottridge as general sales manager of the Central States Broadcasting Co. operating KFAB, KOIL and KFOR, effective May 1 may result in the appointment of a new chairman of the Sales Managers' Division, NAB.

Mr. Lottridge

Mr. Lottridge announced he would take a vacation. He did not disclose his future plans. His successor has not yet been appointed.

In a letter to James W. Baldwin, NAB managing director, Mr. Lottridge suggested that the affairs of the Sales Managers' Division be placed in the hands of J. Leslie Fox, sales manager of KMBC, Kansas City, and co-organizer of the Division until such time as Mr. Lottridge makes another connection or until the Chicago Convention. He expressed the view he should not act in his official capacity without a station connection.

New Fleishmann's Series

STANDARD BRANDS Inc., New York (Fleishmann's Yeast), is planning a new weekly half-hour NBC program to originate from Hollywood in fall. It will be heard Sundays over the NBC-Blue network and feature Edward Everett Horton, motion picture comedian; Harriett Hilliard, singer, and Ozzie Nelson's orchestra. New program will succeed the present all-Negro revue broadcast over NBC-Blue, Fridays, 9-9:30 p. m. (EDST) from Chicago. Agency is J. Walter Thompson Co., New York.

Radio Libel Law Enacted by Iowa

IOWA'S radio libel law, which relieves the state's radio stations from responsibility for so-called defamatory statements uttered during broadcasts by persons not directly connected with radio stations, was passed by the state legislature early in May and became law with the signature of Gov. Nelson G. Kraschel. The bill, known as House File 302, was sponsored by the Iowa Association of Broadcasters.

A somewhat similar bill was recently passed by the Indiana Legislature [BROADCASTING, March 15].

Officers of the Iowa association are J. O. Maland, WHO, president, and Earl N. Peak, KFJB, secretary, who led the fight for enactment. The membership includes all Iowa stations. The text of the new state law follows:

A bill for an act in relation to the civil liability of owners, lessees, licensees and operators of radio broadcasting stations and the agents and employees of any such owner, lessee, licensee or operator, for radio defamation.

Be It Enacted by the General Assembly of the State of Iowa:

Section 1. The owner, lessee, licensee or operator of a radio broadcasting station, and the agents or employees of any such owner, lessee, licensee or operator, shall not be liable for any damages for any defamatory statement published or uttered in or as a part of a radio broadcast, by one other than such owner, lessee, licensee or operator, or agent or employee thereof, if such owner, lessee, licensee, operator, agent or employee, shall prove the exercise of due care to prevent the publication or utterance of such statement in such broadcast.

Sec. 2. This act shall not be applicable to or affect any cause of action existing at the time this act becomes effective.

CROSSLEY Inc., has just completed a comprehensive survey of the comparative listening habits of rural and urban audiences for the ANA.

FCC Given Complaints On Pro-Hitler Program

INVESTIGATION into charges of alleged "un-American" foreign language broadcasts, notably in connection with Hitler birthday celebrations last month, is being made by the FCC Law Department upon receipt of several complaints from members of Congress and from anti-Nazi organizations.

While the Law Department is following its customary procedure of withholding the identity of complainants until the inquiry is completed, in other quarters it has been learned that at least two members of Congress have called the matter to the attention of the regulatory body. In addition, the Non-Sectarian Anti-Nazi League to Champion Human Rights also has filed a protest, the latter being in connection with alleged broadcasts over WBNX, New York, and charging the station with abuse of its privilege.

In past instances of this character, the FCC has notified informal complainants that it has no power of program censorship, but can take into account the calibre of programs broadcast by particular stations in considering their applications for license renewal.

* * *

Characterizing the charge that Nazi propaganda is being broadcast as "ridiculous", an official of WBNX declared that "as a matter of good will and financial policy WBNX could not lend itself in any way to such propaganda." WBNX points out that it now has some 42 German programs a week and some 32 Jewish. It cannot therefore afford to antagonize its audience with propaganda and several years ago adopted the policy of prohibiting such programs on its schedules. Included in the ban was the "Horst Wessel" song which it held to be "objectionable to the sensibilities of its audience."

KFDM, Beaumont, Sold

SALE of KFDM, Beaumont, Tex., to interests headed by C. W. Snider, of Wichita Falls, has been agreed upon, and an application for voluntary transfer of ownership will shortly be filed with the FCC. Mr. Snider formerly was interested in KGKO, Wichita Falls, which recently was sold to the Amon Carter interests and which under FCC authorization is being moved into Fort Worth. KFDM has been operated for the last five years under lease to Sabine Broadcasting Co. Inc., headed by J. M. Gilliam. The lease expires next month. The sale was by the Magnolia Petroleum Co., lessor to the Gilliam interests.

Proten Tests in West

PROTEN DISTRIBUTORS Inc., Hollywood, which has never before used radio to attract consumers interest in its Proten hair preparation and Natone shampoo, on April 26 started a 13-week test campaign on KEHE, Los Angeles, using thrice weekly a five-minute participation in *Pertinent Paragraphs*, morning woman's program. Agency is Janes-Morton Inc., Los Angeles.

Action Speaks Louder Than---

SPONSOR ANSWERS AN EASY ONE. Harold Hall (left center), Pres. Star Palace Laundry, drops in on his own WHEC program, "Brain Twisters". "Does WHEC bring results?", asks the "Professor". "It sure does!", answers Mr. Hall. And, making action speak louder than —, Star Palace renews for 3rd time.

GASOLINE GOES TO TOWN. Fred A. Gatchell (right), Gulf Oil Corp., and LeMoine Wheeler, Commercial Mgr. WHEC, inspect charts showing WHEC's newly increased coverage. Gulf has been using time on this station without interruption for the past three years. Today Gulf occupies a peak position in the Rochester territory.

SENATOR COURTS FOR COURT. Senator Burton K. Wheeler chooses WHEC for an interview on the Supreme Court issue. Public officials make a point of using the best media available. When in Rochester, they head for the studios of WHEC.

DRESSING UP THE "HIGHLIGHT" COLUMN. Elizabeth Gledhill, Secretary to WHEC's Gen'l Mgr., and Ralph Barber, sales staff, read proof of tomorrow's WHEC newspaper advertisement. These full-column advertisements appear daily in Rochester's morning and evening newspapers. Each program is listed with brief description and sponsor's name.

SEVEN! — EIGHT! — NINE! — AND HE'S ON HIS KNEES! — And Lowell MacMillan, WHEC sport announcer, is in the thick of the jab-fest, rattling off another of his popular weekly fight broadcasts in the interest of Graham automobiles. In insert, "Mac" and Louis Wolk, of the sponsors, caught digging into a batch of fan mail.

Rochester Prefers—

WHEC

ROCHESTER, N. Y. **BASIC CBS**

Representatives: Paul H. Raymer Co.; New York, Chicago, Detroit, San Francisco

Timid Experiment Grows Into Leading Cultural Program

Chicago Round Table Develops A Nationwide Following

By HARRY GRAYSON

University Broadcasting Council, Chicago

FROM a halting experiment to one of the most popular and outstanding programs on the airwaves, is the record of the University of Chicago *Round Table*.

Awarded first place among educational features in the 1937 selections of the Women's National Radio Committee March 31 after two successive years of receiving honorable mention, the unrehearsed conversations of the U. of C. professors, have grown steadily in their appeal to listeners.

The program consists of a three-way discussion of current topics by faculty-members of the University of Chicago. It is organized on the basis of expert views contrasted with what a layman thinks in the same field. In each program, two experts in the field under consideration are selected as speakers and the third member represents the laity in that particular field. The various speakers are encouraged to express divergent views insofar as possible. But other than this attempt to view all sides of the question, no effort is made to limit or constrain the speakers in their talks.

Trio of Speakers

Although there are always three speakers, they do not talk in rotation—informality is the essence of the *Round Table's* success and the weekly programs are entirely conversation. Unlike most radio programs, no manuscripts are used by the speakers. The only preparation is a brief discussion of the points to be covered in the conversation. During the broadcast, each participant speaks whenever he feels there is a point to be made or a contribution to be added to the discussion.

Mr. Miller

The *Round Table* had its inception nearly eight years ago as the idea of Allen Miller, then radio director of the University of Chicago, later the director of the University Broadcasting Council, and presently studying at NBC, New York, under a fellowship given Jan. 15 by the General Education Board, Rockefeller Foundation.

The personnel of the *Round Table* rotates from week to week. In the years it has been on the air, about a dozen members of the faculty have been steadily used in the broadcasts—a group of three one week and an entirely different group on the subsequent programs. Although the members of the *Round Table* are generally selected from members of the faculty of the University of Chicago, prominent individuals unconnected with the university are sometimes asked to participate.

Among the best-known of the *Round Table*rs are T. V. Smith, Harry Gideonse, James Weber Linn, Dean William H. Spencer, Clifton Utley, Jerome Kerwin and Stuart Meech — all University of Chicago professors.

The *Round Table* is distinguished from most other radio programs on the air largely through the spontaneity of its delivery which has often brought inquiries as to whether or not it was done from manuscript. It probably has one of the most distinguished followings of any program: in one month the University Broadcasting Council received letters from 362 individuals listed in *Who's Who*.

ROUND TABLERS—A shot of the University of Chicago program with Professors T. V. Smith, Stuart Meech, and James Weber Tinn (left to right) addressing the NBC audience.

HELEN KING, New York radio contest consultant and recently a partner in Certified Contest Service, has opened her own offices at 17 E. 48th St. Miss King has conducted scores of radio contests during the past ten years and is a well-known graphologist.

TWO RIOT CALLS

Mayoralty Campaign Causes Excitement at KDB

TWO RIOT calls from a radio station in as many days—and all because of a flock of political speeches in a mayoralty campaign—is the record of KDB, Santa Barbara, Cal. Prior to the election the station was used by several candidates to discuss platforms and promises. One campaign manager told stories about each candidate and his associates, going into "hidden pasts".

After one of these speeches an anonymous telephone caller told Manager Don Hastings that if this man wasn't kept off the air he would "tear up the station". After the next broadcast a gang descended on the studios, and the first riot call for police went out. The speaker was locked in the studio until the law arrived.

The next afternoon when another speech was made, a second gang showed up and another riot call went out. The station gave the election results and two police officers were in the studio until the signoff. There was no more disorder. KDB admits that it had six Los Angeles "bone crushers" ready on call to fly to Santa Barbara if any other trouble developed.

Charles Edwin Fox

CHARLES EDWIN FOX, a member of the board of directors of WIP, Philadelphia, and former Assistant District Attorney, died May 3.

EDWARD M. DOERNBECHER

THE death of Edward M. Doernbecher, operator of KVI, Tacoma, lost to radio one of its pioneers. More than that, his untimely passing from a malignant stomach disease on April 27, removed from radio in the Pacific Northwest one of its most beloved personalities. For "Ed" Doernbecher was an exceptionally amiable and simple person, a man whose marked characteristic was that he thought kindly of everyone even though engaged in the sometimes harsh rigors of business. He is survived by his widow and two daughters, Mrs. J. C. Boulianne and Dorothy. Mrs. Boulianne has taken over the KVI management for the present, having operated the station frequently during her father's illness of the last two years.

Mr. Doernbecher was born in Milwaukee in 1882 and was educated there. At 18 he took Horace Greeley's advice and settled in Portland, where his father established the Doernbecher Furniture Mfg. Co., a business still in existence. Striking out on his own, he went to Alaska as manager of a copper mine. He often related the story of the homeward trip when his ship was wrecked and passengers and crew had to subsist on native food for two weeks while making their freezing trek back to civilization.

In 1916 he founded a wholesale paper corporation in Seattle and remained as its head until 1921. He was owner of a battery manufacturing concern when first attracted to radio as an advertising medium. Results were so successful that he bought the then 50-watt KVI in 1928, a station he built to 5,000 watts day and 1,000 night, with a recently established transmitter site on Puget Sound that is one of the most favorably located in radio. Always interested in civic affairs, he was radio representative of the Tacoma Rotary Club, active in Chamber of Commerce work and vice-president of the Washington Association of Broadcasters.

Foreign Tongue Programs Scored By FCC Examiner Urging WMBQ Deletion

DENIAL of the application for the renewal of the license of WMBQ, third-time 100-watter in Brooklyn, operating on the 1500 kc. channel, and assignment of its time to W W R L, Woodside, L. I., with which it now shares, was recommended to the FCC Broadcast Division by Examiner Ralph L. Walker in a report made public May 1.

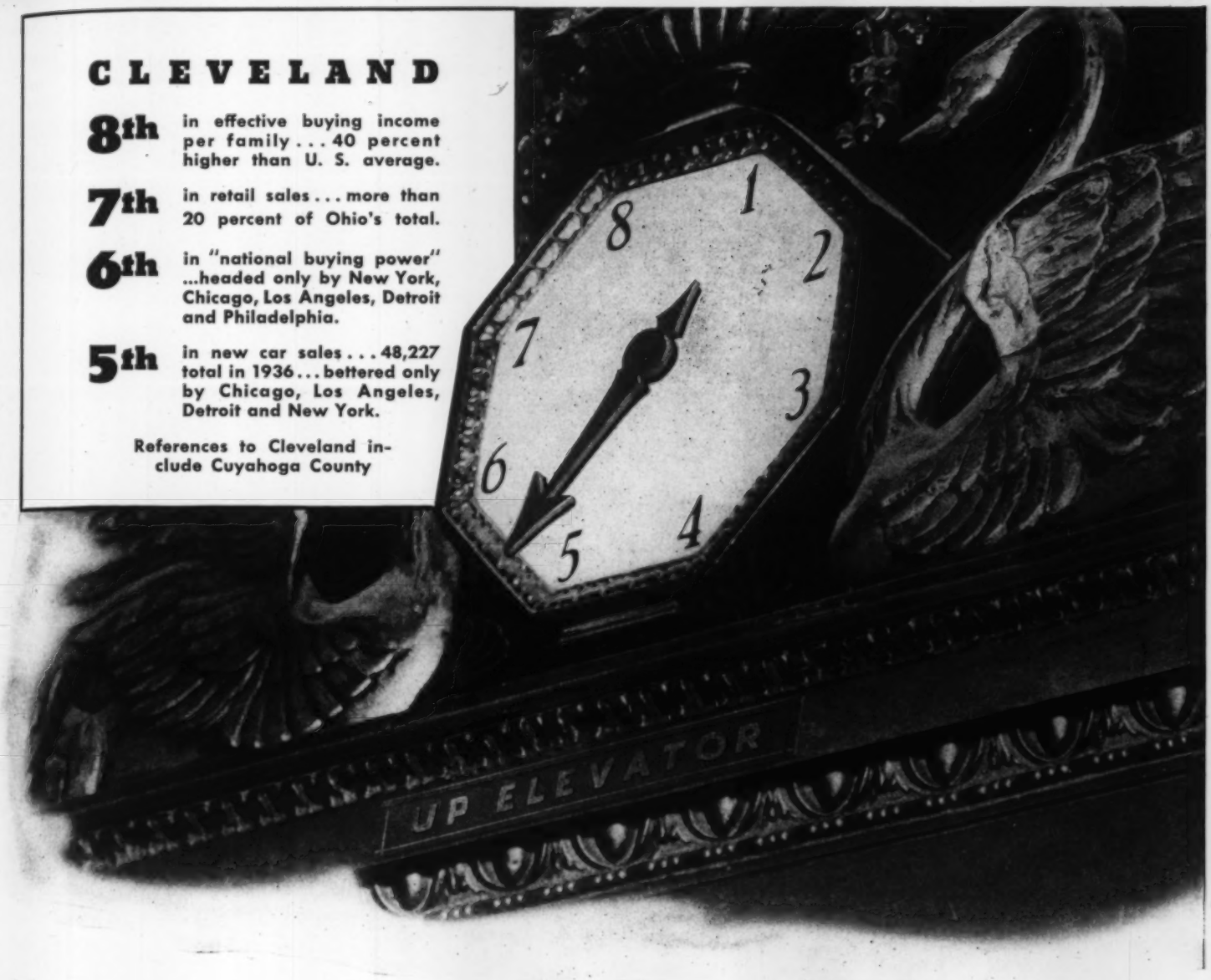
In reporting on four applications in the case heard last February, Mr. Walker recommended that the application of Metropolitan and of two persons identified with the corporation—Paul J. Gollhofer and Lillian E. Kiefer, each requesting the same facilities—be denied and also that the Metropolitan application for renewal of license be denied. The third station on the channel is WCNW, Brooklyn, and was not involved in the proceeding.

In his conclusions, Examiner Walker found that Mr. Gollhofer had obtained licenses and renewal of licenses over a period of almost eight years, when as a matter of fact the station was owned and operated by him and Miss Kiefer as co-partners, each having half interest. He also criticized selling of time to brokers by the station and concluded that public interest would best be served by granting of increased hours of operation to WWRL.

Foreign language programs were mentioned in the report. Mr. Walker pointed out that the time to be devoted to foreign language programs by the parties ranges from 30% by WWRL to 66% by Mr. Gollhofer. "There is undoubtedly a field for public service by radio stations in a community such as is here involved by the presentation in foreign languages of Americanized programs," he said. "However, the English language is a fundamental of citizenship and a serious question arises as to whether or not the devotion of a substantial amount of time to commercial foreign language programs is in the public interest generally. In the absence of precedence, the point is submitted for consideration, but plays no part in the ultimate conclusions reached in this report."

Two Coast MBS Shows

SECOND MBS transcontinental commercial program to originate from the West Coast is *The Hollywood Sunshine Girls*, which started May 11 for 52 weeks over 17 stations of the network (WOR, WGN, CKLW, WAAB, WBAL, WFIL, WOL and 10 California Don Lee stations), emanating from KHJ, Los Angeles, under sponsorship of Skol Co. Inc. (antiseptic and sunburn lotion), Tuesdays, 8:15-8:30 p. m. (PST). Gospel Broadcasting Assn. (religious), sponsors *Rev. Chas. E. Fuller*, over 14 MBS stations from Los Angeles (WIND, KVOD, KOIL, KSO, WMT, CKLW, KHJ, KFRC, KGB, KDB, KPMC, KDON, KXO, KVOE) Sundays, 7-8 p. m. (PST). Network carries numerous sustaining programs originating from Los Angeles, but these two are the only ones under sponsorship.



CLEVELAND

8th in effective buying income per family . . . 40 percent higher than U. S. average.

7th in retail sales . . . more than 20 percent of Ohio's total.

6th in "national buying power" ...headed only by New York, Chicago, Los Angeles, Detroit and Philadelphia.

5th in new car sales . . . 48,227 total in 1936 . . . bettered only by Chicago, Los Angeles, Detroit and New York.

References to Cleveland include Cuyahoga County

UP goes Cleveland . . . still higher among the nation's markets! Up go sales of advertisers who buy WGAR, the station that tops the town in number of accounts and dollar volume!

W·G·A·R

"CLEVELAND'S FRIENDLY STATION"

John F. Patt, Vice-President and General Manager

Edward Petry & Co., Inc., National Representatives

Cuba Interference Nets Power Boost

WWJ and KPRC Assigned 5 kw. to Combat Waves

CUBAN as well as Mexican border station interference has resulted in the increase in night power of two broadcast stations operating on the 920 kc. regional channel.

Following a temporary increase in power for KPRC, Houston, to 5,000 watts night, the FCC Broadcast Division at its meeting May 4 authorized WWJ, Detroit, to increase its night power temporarily to 5 kw. since the boost in the Texas station's power has resulted in interference with the Detroit station.

KPRC and WWJ first complained of interference caused by XENT, Nuevo Laredo, Mexico, across the border from Laredo, Tex., operating on 910 kc. with a claimed power of 150,000 watts. Investigation, however, evidently showed that this station was not causing the most serious interference but that CMX in Cuba, operating on 920 kc. with a claimed power of 1,500 watts, was responsible. WKY, Oklahoma City, also had complained of interference from XENT but the Broadcast Division's engineering department did not find it desirable to recommend the power increase.

Complaint of interference from both Mexican and Cuban stations has become more and more pronounced in recent months. Nearly a year ago WOW, Omaha, operating on the 590 kc. channel, was granted a temporary increase in night power to 5,000 watts because of Mexican station interference. Several clear channel stations also are said to be harrassed by Mexican stations, notably those in the so-called "outlaw" group.

Alleviation of this interference situation is one of the results hoped for out of the North American Conference held in Havana in March and the forthcoming Pan American Conference scheduled for Havana beginning Nov. 1. Through assignment of definite frequencies to Mexico and Cuba and through adherence to rigid engineering principles which have already been agreed to tentatively, it is hoped that a scientific plan of allocation and operation will be evolved. Among other things, such a plan is expected to pave the way for operation of a majority of regional stations of this country with 5 kw. night power where technical and geographical conditions conform.

FTC Complaint

KELVINATOR Corp., Detroit, is charged in a complaint issued by the Federal Trade Commission with unfair competition through cooperating with Ross Roy Service Inc., Detroit, to disparage products of Kelvinator's competitors. Ross Roy Service is alleged to have published data on refrigerators in a handbook and a series of bulletins, allegedly in cooperation with Kelvinator Corp., which is said to have given financial assistance. The FTC has entered into a stipulation with Knox Co., Los Angeles (Kolade Powders) to revise claims made for the product. Wyeth Chemical Co., Detroit, has agreed to revise claims for Hill's Cold Tablets.

AN AGENCY TURNS SPONSOR

And Its Chief Writes Us a Letter Explaining Why and How It Went on Air

EDITOR, BROADCASTING:

Here's one for the book!

For the first time in the history of radio, as far as we have been able to learn, this agency "took to the air" to tell a listening audience how radio programs are created, produced, directed and broadcast by and through an advertising agency. To do this we bought 45 minutes on KPRC, in Houston, from 8 to 8:45 on April 26, a period immediately following the *Cities Service* program and preceding the *Campana* program. The title of our program was *Passing Scenes in Radio Production*. We used an actual sponsor to review the various types of programs in rehearsals, who was conducted through the various studios by a "Radio Guide."

Mr. De Brueys

The scene opened (after the first commercial explained the purpose of the broadcast) in the office of the de Brueys Agency. The sponsor entered and asked for Mr. Giezendanner (Chas. J., Jr.) who is the radio director. After greeting him and explaining that Mr. Giezendanner was rehearsing a radio play, the secretary (Miss Lois Cain) turned Mr. Sponsor over to our radio guide.

Then, with the aid of dialogue, Mr. Radio Guide and Mr. Radio Sponsor proceeded to review the various types of programs this agency produced. In the course of the 45 minutes, we also undertook to salute a number of our clients who had used radio advertising.

The first studio visited found a glee club in action. Next, a country choir, singing with an electric organ furnishing the musical background.

Next, popular numbers by a radio band. Then came a piano duo. After that Mr. Radio Sponsor was introduced to the *Poet's Corner*, then he was conducted into a studio just in time to hear *Out of the Night* sung by a charming young lady. This number was rendered for the first time on the air with the kind permission of John de Vere Jensen and Helen Hyde, composers of the song and lyric. These two are in Hollywood.

After that song came another musical arrangement played by the band; then a male quartet singing *Invictus*, a hill billy band, a sextet of female voices accompanied by Albert Wiggins at the organ and Ben Berg with his violin.

I forgot to tell you that at the middle part of the program the de Brueys Radio Guild dramatized a 15-minute radio play titled *Lotus Flower* written especially for the occasion by our script writer, John Kendrick James. Mr. James, by the way, is a contributor of original stories to various studios in Hollywood and to various magazines, working entirely as a free lance. Mr. James is in charge of our script department.

The finale of the entertainment part of the program was carried through in grand style by the Glee Club, at the close of which Mr. Radio Sponsor was brought back to the office of the de Brueys Agency, where with the aid of dialogue between the sponsor and the writer, the story of how programs are produced in all of their ramifications was discussed. Six different announcers were used during the broadcast.

Then came the closing commercial, and the next day and the next we received many, many personal comments of a favorable nature, plus a sheaf of letters from representative business men.

As stated in the beginning, the program was unique in that we as an agency "stuck our necks way out" because we had no one to blame if the program failed to go over. We had selected the time, we had created, produced, directed and broadcast the program in its entirety. It was unique also in that this was the first time an agency had gone on the air here in the Southwest, and the first time anywhere, to our knowledge that an agency undertook to depict *Passing Scenes in Radio Production* and to show that back of every series of radio programs is an advertising agency, that is, at least most programs sponsored by business concerns.

John L. de Brueys, Advertising
Houston, Tex.

April 27, 1937.

Pontiac Auto Executives Attend Final Broadcast

A LARGE party of sales and advertising executives of Pontiac Motors and NBC were to go to Ithaca, N. Y., May 14 to see the final broadcast of *Pontiac's Varsity Show* series from Cornell University over NBC-Red. To be included in the party were H. J. Klingler, general manager, C. P. Simpson, general sales manager, and F. A. Berend, advertising manager, of Pontiac Motors; Roy C. Witmer, NBC vice-president; R. H. White, NBC's Detroit manager; W. A. P. John, president, Edward C. Rothman and R. C. Sackett, all of MacManus, John & Adams Inc., advertising agency; Clay Herbst, manager of the Detroit office of *American Weekly*.

Varsity Show broadcasts, which have been made up entirely of student talent, have been brought direct from the campuses of 17 universities each Friday night, under the direction of John Held Jr., famous American artist, writer and cartoonist of the lives and affairs of American college youth.

According to reports from the sponsor and its advertising agents, more than 30 colleges and universities have applied for places on next season's series of programs.

A NEW local station in Richmond, Ind. on 1420 kc. is sought by Curtis Radiocasting Corp., the applicant group being named as Clarence Leich, operator of WGBF and WEOA, Evansville; W. W. Behrman, manager of WBOW, Terre Haute; Adam Neu and Alvin Eades, Evansville bakery operators; Harry Walker, attorney, and H. A. Woods, Evansville druggist.

Consolidated Drug Now Chicago's Biggest Radio Account With 28 Hours

WHEN Consolidated Drug Trade Products, Inc., Chicago, began a full hour morning show on WJJD May 10, that firm became the largest commercial user of radio time in Chicago. Consolidated is now on the air more than 28 hours every week on four Chicago stations—WBBM, WGN, WJJD, and WLS.

Every Saturday night on WBBM, CDTP sponsors two full hours of *Pappy's Barn Dance Jamboree* from 10:15 p. m. to 12:15 a. m. *Pappy Chesire* and his *Hillbilly Band* are sponsored on the same station Monday through Saturday from 6:15-6:45 a. m. and on Sundays from 8-8:55 a. m. On WLS the *Prairie Ramblers and Christine* are sponsored six times a week, 11:15-11:30 a. m.

On WGN the *Pickard Family* takes the air for Consolidated every evening except Sunday from 6-6:30 p. m. And on WJJD, in addition to the new full hour program which is broadcast every morning at 6 o'clock, Consolidated sponsors two full hours of hillbilly talent from 7:30 to 9:30 p. m. every evening. Live talent featuring the *Cumberland Ridge Runners* are on the program every night except Sunday when quarter-hour transcriptions starring the *Pickard Family* are used. Consolidated Drug Trade Products agency is Benson & Dall Inc., Chicago.

Midland Television Inc. Formed in Kansas City

FORMATION of Midland Television Inc., Kansas City, to engage in visual aspects of radio, was announced May 4 coincident with the leasing of the top three floors of the Kansas City Power & Light Bldg. as headquarters. Officers are G. L. Taylor, former vice-president and chief engineer of W9XAL and KXBY, Kansas City, president; N. G. Sother, for 15 years engaged in vocational school work, vice-president and sales manager; Arthur B. Church, president of KMBC, treasurer, and Dupuy G. Warrick, lawyer, secretary.

In addition to carrying on the facsimile activities of KMBC, Midland Television will open a new vocational school for radio-television engineers. A staff of engineers, it was announced, has been preparing the curriculum for the new course since the first of the year.

Alfred Pote, of WMEX, Given Honorary Degree

ONE of the first broadcasters to be awarded an honorary degree during the current college commencement season was Alfred J. Pote, managing director of WMEX, Boston, who on May 5 was named Doctor of the Art of Oratory at the commencement exercises of Staley College at Suffolk University Law School, Boston. Also honored with doctor's degrees were Gov. Hurley of Massachusetts, President Gleason Archer of Suffolk University, and Myron S. Weiss, associate editor of *Time* and *Fortune*. Pote is one of the pioneers of Boston radio and was graduated from Massachusetts Institute of Technology in 1926.

Over the Counter

IN 49,000 FOOD STORES

FOOD manufacturers can count on that many retail outlets in WTAM's airea—the *entire* Cleveland Chamber of Commerce retail trading area which includes 42 major markets in Northern Ohio and Western Pennsylvania. This intensive coverage explains why distributors of goods of all kinds insist on WTAM when broadcast advertising is being scheduled.

50,000 WATTS
WTAM
CLEVELAND

TOPS IN SPOT

A Basic Red Network Station
programmed and represented by NBC

PURELY PROGRAMS

Everybody Likes "Credit"

NEW radio game called *Credit* is being broadcast on WJAY, Cleveland, six weekly, 6:45 p. m., sponsored by Rotbart's Credit Jewelers, that city. Duke Lidyard announces the game and here are the rules: Under each letter of "Credit" a numeral of the home telephone number is placed. For example, if the number is LA 6989W, the letter "L" goes under "C" and so on with the last number (9) and the party letter ("W") under the "T" in "Credit". Then, numbers are announced on the air and the first one matching the numbers called with the telephone number phones the studio and prizes are announced right then and there. WJAY says that people have a lot of fun playing it.

* * *

Cats and Dogs

MOST INTERESTING letter about a humane act to a dumb animal gets the writer his choice of a cat or dog given by the Los Angeles City Humane Department which sponsors two monthly quarter-hour programs on KRKD, that city. Bertram E. Morse, former announcer of KNX, Hollywood, and president of the Southern California Humane Association, conducts the broadcasts. Purpose: To give information on animal care and make careless humans kind.

* * *

Symbol Sells

WEDDING ring is the symbol around which the *Wishing Ring* programs given 5 weekly 9:15 a. m. on WXYZ, Detroit, and the Michigan Network are designed. Sponsored by Sunrays Wheat Selex Co., the programs open with a family scene after which Betty Barton talks about everything from news of the day to child welfare. Marguerite Werner, staff organist, furnishes incidental music and Rollyn Thomas, announcer, discusses recipes with Miss Barton.

* * *

Top of the Morning

DESIGNED to help housewives start the day right, *The Top of the Morning* variety program on KWK, St. Louis, five weekly at 8:45 a. m., features music and topics of the day.

DRAMATIC SCHOOL — For six weeks the dramatic director of WHK and WJAY, Cleveland, Gene LaValle (left) has been coaching more than 100 ambitious Clevelanders in the fundamentals of radio dramatics. On May 12 the class went on the air for a half-hour evening period, to be continued through the summer. The school is designed to train radio talent and at the same time take the listeners behind the microphone. One of the students enrolled in the class, which meets weekly, was found to be Adelaide Dvorak, famed as the world's champion skater 25 years ago.

Adventure Galore

THRILLER for kids is the point behind a new series on WTMV, E. St. Louis, titled *Red Steele, Flying Investigator*, six weekly late afternoon. Fred Hunter, of the WTMV staff, is author and actor of the show and portrays an Indian who has been All-American halfback, world traveler, and finally a flying G-man. Paul Godt, musical director of WTMV, plays incidental organ music for the dramatic narrative. Sponsored by Massey Dairy, Granite City, Ill., each episode ends with a moral and suggests that the kids drink plenty of milk. Membership in the *Red Steele Club* costs a bottle cap.

* * *

About Musicians

JACK MEAKIN'S *Musical News*, a weekly half-hour program of swing music interspersed with a variety of news items and air-correspondence to and about musicians, has been put on a coast-to-coast NBC-Red network. Program, highly popular among Pacific Coast musicians and jazz-fans, is heard Mondays at 9:30 p. m. (PST). Meakin attempts to answer all questions as to present whereabouts of performers and makeup of bands.

* * *

Tear Jerkers

MELODRAMA of the old time variety is presented every Saturday morning on WBBM, Chicago, under sponsorship of Nelson Bros. Furniture Corp., that city, by *Major McGonigle's Stock Co.* Handbills like those of the Gay Nineties are distributed weekly urging "Come One! Come All! To the WBBM Spot on Your Dial". Selviair Broadcasting System Inc., Chicago, handles the account.

* * *

Big Shots for a Day

SENIOR high school students of Joplin, Mo., operated WMBH on April 15, wrote their own continuity and presented their own programs. Over 75 students participated while the WMBH staff stood by. Purpose: Good will builder.

High school students of Olympia, Wash., operated KGY on April 21 and produced their own shows.

* * *

Hobby Lobby

GIRL who has saved 4,000 miles of string, a banker who has collected 2,700 penny banks and the lad of 8 who invented the collapsible clothes rack will be among those explaining the fun and profit of their hobbies on WOR, Newark, May 18, when a series titled *The Hobby Lobby* will be inaugurated. David Elman will do the interviewing.

* * *

Knuckles Down

FINALS of Duluth's jacks and marbles tournament were recently broadcast on KDAL, bounce by bounce and shot by shot. The boys knuckled down in a circle drawn on the studio carpet, while the girls scrambled for jacks on a specially built platform. Slant: Good-will tie-up with the city's recreation department.

True Variety Program

ADDITION of a stock market summary to the three-hour *Grand Stand and Band Stand* programs broadcast seven afternoons a week on WMCA, New York, under the sponsorship of General Mills, Inc., Minneapolis (Wheaties), gives this program an almost complete variety of news, as it already comprises a news period, movie gossip and reviews, baseball scores, racing results and other sports news, interspersed between the musical selection of Lee Grant's Champions. Six announcers are used on the program, directed by Bertram Lebhar, Jr., sales manager of WMCA.

* * *

Candid Cameras

PHOTOGRAPHIC composition, perspective and all of the candid tricks are explained in a Sunday afternoon series of WDNC, Durham, N. C., by Lee Vickers, program director, sponsored by Rose Agency, that city. Listeners send in their camera problems and Mr. Vickers discusses the answers.

Candid camera fans turned out 75 strong at the studios of KANS, Wichita, recently to attend a jamboree given in their honor. Everybody took everybody else's picture, 700 shots in all, and after they were developed you could just see the good-will.

* * *

All Aboard!

DENVER, Rio Grande & Western R. R. is sponsoring the *Melody Train* on KSL, Salt Lake City, to sell its service to spring and summer travelers and to announce its modernization policy. Travelogues are readily worked into commercial patter as dialogue shifts to different locales each week during the quarter hour series which includes a string trio, a mixed duet, and female soloist. Glenn Shaw does the announcing and Fred Taylor handles the production.

* * *

Listeners Judge

LISTENERS were judges and mailed in their votes to decide a recent debate on WNOX, Knoxville, argued by teams from Cincinnati U and Tennessee U. After main arguments on the consumer cooperative problem the debaters ad libbed rebuttals. WNOX is broadcasting a series of collegiate programs.

* * *

Ask Them Another

REVERSING the inquiring reporter, Wesley Battersea, production manager of KLZ, Denver, and Raymond Keane of Keane Adv. Agency, Denver, attempt to answer all questions submitted by listeners during their morning program *The Men Who Know Everything* sponsored by Denver Buick Co.

* * *

What To Eat

VITAMINS and how to choose them is the gist of a daily series of food talks on WGAR, Cleveland, given by Dietrich Fischer formerly of the dietetics staff of Johns Hopkins U and more recently of the NBC *Pure Food Forum*. The way to a listener's heart—

Logic in Spelling

WITH many stations going after the spelling bee program as an attention-getting novelty, KJBS, San Francisco, claims to have brought the feature down to its logical base. Groups of high school students are assembled at the studio at 1 p. m. Wednesdays and the spelling match conducted on an interscholastic basis, the winning team having the privilege of challenging another school for the next week's match. The program being broadcast during school hours, students at school are able to listen in as part of their classroom work. Dick De Angelis of the KJBS announcing staff, acts as master of ceremonies.

* * *

Way Back When

BLACKSMITHS, whose trade today consists of hanging around riding academies and dreaming of the good old days, and others whose occupations are fading from the metropolitan scene, are honored on WMCA, New York, in a Wednesday series titled *Vanishing New Yorkers*. In the first broadcast, Frankie Basch, WMCA roving reporter, interviewed the cowboy who rides the cowcatcher on New York Central locomotives up 11th Avenue, an occupation that has continued since 1850.

* * *

Shipboard Interviews

LIKE the *Gangplank Interviews* of WMCA, KINY, Juneau, Alaska, has started remote controls from Alaska passenger and tourist ships as they dock. The salons of the vessels have been equipped with mike outlets, and the numerous celebrities who come to Alaska in the summer are interviewed.

* * *

About Radio Itself

KYA and other stations of the California Radio System network have started a new Saturday morning feature called *The Mail Bag*, designed to publicize the Orange Network. Questions as to personnel, technical data, programs and personalities are answered.

* * *

Explaining the Law

LEGAL questions are answered and listeners are made familiar with Oklahoma statutes during the *Invisible Jury* program on KTUL, Tulsa, when two young lawyers argue points before a local judge. Charles Bush Jr., continuity chief, designed the show.

* * *

For the Ladies

EVERY activity of Cincinnati's ladies is reported by *Your Dot Club Reporter* at 1:30 each afternoon except Sunday on WCPO. One of Cincinnati's oldest all-women programs, the *Dot Club* is devoted entirely to social and club information.

* * *

Spring Moving Days

SPRING moving and cleaning days abound in humorous incidents and the kind of program variety that builds good-will. KSTP, St. Paul, recently had its special eventers on the job interviewing transient families and furniture movers.

* * *

Talent Everywhere

TALENT isn't hard to find if you're as enterprising as Joseph Lopez, supervisor of WICC, Bridgeport, Conn., who produces amateur shows originating in the county jail where inmates turn artists.

PHOENIX ARIZONA

The Hub of the Rich Arizona Market

198th city in the United States in POPULATION

165th city in the United States in GAS SERVICES

153rd city in the United States in FOOD SALES

120th city in the United States in ELECTRICAL CONNECTIONS

113th city in the United States in TELEPHONES

102nd city in the United States in INCOME TAX RETURNS

99th city in the United States in BANK DEPOSITS

97th city in the United States in RETAIL SALES

74th city in the United States in DRUG SALES

60th city in the United States in AUTOMOTIVE SALES

2nd city in the United States in PER CAPITA RETAIL SALES

Data from 1935 Department of Commerce report and other recognized sources.

Arizona Al Says— "TUNE YOUR SALES TO THIS GOLD NUGGET OF WESTERN MARKETS"

KTAR

POWER
1000 Watts Full Time
FREQUENCY
620 Kilocycles Regional Channel
RELEASING
NBC Red and Blue Network Programs
AFFILIATED
Phoenix Republic and Gazette
MEMBER
National Association of Broadcasters

To more adequately serve its growing number of national spot broadcast advertisers, and their advertising agencies, Arizona's greatest broadcasting station announces—

NEW REPRESENTATION

Effective May 15, 1937

E. KATZ SPECIAL ADVERTISING AGENCY

New York, Chicago, Detroit, Atlanta, Philadelphia, Kansas City and Dallas

WALTER BIDDICK COMPANY

On the Pacific Coast, Extends Its Representation for KTAR with Offices in
Los Angeles San Francisco Seattle

KTAR BROADCASTING CO.

ATOP THE HEARD BUILDING •• PHOENIX, ARIZONA

Connery Probe Prospects Uncertain; Sol Rosenblatt Mentioned as Counsel

DESPITE official denials a report persists in Washington that proponents of the Connery Resolution (H Res-92) for a congressional investigation into radio are considering Sol A. Rosenblatt, former NRA division administrator, as special counsel for a House investigating committee which would be set up under the resolution.

Mr. Rosenblatt, now practicing law in New York, among others represents Transamerican Broadcasting & Television Corp., and was one of its incorporators more than a year ago. He also was counsel for Assocated Independent Radio Stations, a group formed some two years ago to negotiate with ASCAP on copyright royalties, but which subsequently was dissolved.

Chairman O'Connor (D-N. Y.), of the House Rules Committee considering the Connery Resolution, asserted May 8 that talk about a special counsel for the projected committee was "premature". This view was shared by other members of Congress interested in the legislation. Mr. Rosenblatt is a frequent visitor to Washington, but whether he has been called in by Chairman O'Connor or other House members interested in the projected investigation, could not be ascertained.

Rests in Committee

The Connery Resolution, introduced early this year by Rep. Connery (D-Mass), proposes a far-reaching inquiry of alleged network monopoly of broadcasting. Although he has frequently predicted passage of the resolution, the Rules Committee has done nothing about it and word has been rather widespread that administration leaders objected to its consideration. Other proponents of the measure, including Chairman O'Connor and Rep. Wigglesworth (R-Mass.), have implied that an "outstanding lawyer" would be retained by the committee for the investigation, if it is authorized.

The resolution proposes that the inquiry be conducted by a select committee of seven congressmen. Considerable opposition within the Rules Committee has developed, however. The suggestion has been that if such an inquiry is conducted it should be by the House Interstate & Foreign Commerce Committee, which is regularly charged with radio legislation. In that way, Congressional funds would be conserved and the procedure would be more orderly, proponents of this view have held.

Chairman O'Connor has again predicted within the last 10 days that the Connery resolution would be reported favorably by his committee. Even should the committee report favorably, it is pointed out in legislative circles, there is no guarantee that the House would subscribe to it. As a matter of fact, several resolutions reported favorably by that committee within the last few months have been rejected by the House so that committee action is not regarded as definitely presaging favorable House action.

Amlie Charges Monopoly

Throwing his support to the Connery resolution was Rep. Amlie (D-Wis.) who declared May 5, coincident with his release of a mimeographed news letter on radio, that he would get behind the Connery proposal. He added, however, that he planned to do nothing on his own in connection with radio or a radio investigation.

In his news letter, sent to constituents, Congressman Amlie asserted the only great resources left in the hands of the people were the radio channels. He alleged monopoly by the networks and control of them by Morgan and Wall Street.

Rep. Amlie also hit purported trafficking in radio licenses, mentioning specifically the KNX sale to CBS for $1,250,000, although its replacement value was some $217,000, and of KOMA, Oklahoma City, by Hearst Radio for a figure of $171,000, stating its replacement value was only $21,000.

"Since there is no franchise to be sold," he said, "apparently the difference between cost and selling price represents the contracting parties' knowledge that the decisions of the Radio Commission can be controlled, hence sold for cash in the market." He alleged further that it was generally recognized that "unless a person is on the inside he has absolutely no chance of getting favorable consideration at the hands of the commissioners."

Criticizing commercial radio, Amlie talked about such things as a "Teapot Dome" scandal in radio, the controversy over assignment of shortwave lengths and the proposal of Rep. Anderson (D-Mo.) for five-year licenses. In the case of the latter, he said, this would be the only thing needed "to give the radio trust a proprietary interest in the airchannels and to convey title to this part of the public domain in other hands."

Peanuts! Peanuts!

PEANUT wagon, whistle going full blast, stopped outside the transmitter of WMIN, St. Paul, the other day while a baseball game originating at WCCO, Minneapolis, was being monitored. The WMIN operator called WCCO and raised the devil about a "loud 1000-cycle note." During the frantic investigation the wagon drove off making chumps out of everybody.

P & G Shifts on NBC

PROCTER & GAMBLE Co., Cincinnati, is shifting the *Vic and Sade* series now broadcast on Wednesdays from 7:45 to 8 p. m. to Fridays from 10:45 to 11 p. m. and at the same time expanding the NBC-Red network coverage from three to 21 stations. Date of the move is May 21, when this sponsor starts a new series of *Jimmy Fidler and His Hollywood Gossip* broadcasts on the same stations plus eight more during the 10:30 to 10:45 p. m. Friday spot, giving it a continuous half-hour for most of its audience. The *Vic and Sade* programs, advertising Ivory Soap, are placed through Compton Advertising Inc., New York; the *Jimmy Fidler* series, advertising Drene shampoo, through H. W. Kastor & Sons Adv. Co. Inc., Chicago.

WXYZ
DETROIT

presents

THE
WXYZ
Mountaineers

This group of versatile musicians—a sustaining feature over WXYZ, and the MICHIGAN RADIO NETWORK—is definitely the state's outstanding "mountaineer" ensemble. Mountain Pete, (front and center) is inimitable for "ad lib" commercials that really sell merchandise. Cowboy songs and music, swing tunes and Latin classical and semi-classical selections add to the scope of appeal.

WXYZ

WHEN WOMEN LISTEN THEY BUY

For a sponsor seeking an effective selling program series to reach women buyers this program rates high. Such a sponsor will benefit by an already established audience of thousands of listeners.

As early morning sustaining entertainment "Mountain Pete" and his WXYZ Mountaineers consistently lead in fan mail from women listeners.

N. B. C. Blue Network DETROIT

KING-TRENDLE BROADCASTING CORP.
300 Madison Theater Building . . . Detroit

Eastern Office:
550 Chanin Building
New York, New York

Wm. G. Rambeau Co. Representative
Home Office: Tribune Tower, Chicago

Western Office:
Russ Building
San Francisco, Cal.

KFPY

CBS
SPOKANE,
WASHINGTON

KGIR

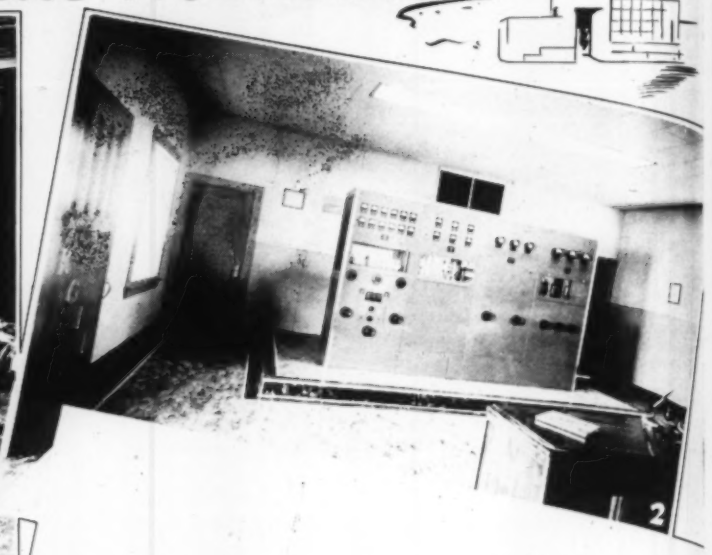
NBC
BUTTE,
MONTANA

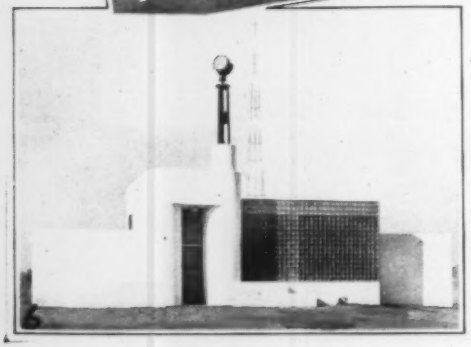
Announce extension of their broadcasting service and policies to the public of one of the Pacific Coast's major cities!

..Yes sir; here's our baby

REPRESENTATIVES • *Joseph H. McGillvra* • NEW YORK • CHICAGO

Sister Stations of the Northwest





IN PHOTOGRAPHIC REVIEW—Here are shots of three of the Northwest's stations—KFPY, Spokane, KGIR, Butte, and KXL, Portland, owned and operated by the partnership of T. W. Symons Jr. and Ed Craney. KXL is their newest acquisition. Shown are (1) Rose studio of KXL in the Multnomah Hotel and a panorama of Portland, the market it serves; (2) Transmitter of KGIR, mounted on a rostrum for easy access to wiring underneath; (3) KGIR studios and transmitter house, with vertical radiator in background; (4) Unique grilled entrance to KFPY offices; (5) KFPY theatre studio; (6) Modernistic KFPY transmitter house, in which glass brick predominates.

Joseph Hershey McGillvra

has been appointed the exclusive National Representative East of the Rockies for

KXL

PORTLAND, ORE.

Our congratulations to KXL on joining the family of KFPY and KGIR. With this progressive ownership and management, KXL is in the best position of any Portland Station to serve spot broadcasters.

We pledge to KXL the same energetic and efficient selling effort that has successfully produced national advertising revenue for the many successful stations listed here.

JOSEPH HERSHEY McGILLVRA

Advertising Representatives For Radio Stations

NEW YORK	CHICAGO	TORONTO
366 Madison Avenue	919 N. Michigan Avenue	Metropolitan Building
Vanderbilt 3-5055	Superior 3444	Adelaide 4429

UNITED STATES

Alabama	WSFA	Montgomery
California	KERN	Bakersfield
	KMJ	Fresno
	KFBK	Sacramento
	KWG	Stockton
Connecticut	WBRY	Waterbury
Maryland	WTBO	Cumberland
Michigan	CKLW	Detroit-Windsor
Montana	KGIR	Butte
	KFBB	Great Falls
	KGVO	Missoula
Nevada	KOH	Reno
New York	WNBF	Binghamton
	CFLC	Ogdensburg
North Dakota	KRMC	Jamestown
Ohio	WCOL	Columbus
Oregon	KXL	Portland
Washington	KFPY	Spokane

CANADA

Alberta	CFCN	Calgary
	CFRN	Edmonton
British Columbia	CJOR	Vancouver
Manitoba	CJRC	Winnipeg
New Brunswick	CFNB	Frederickton
	CKCW	Moncton
	CHSJ	St. John
Nova Scotia	CHNS	Halifax
	CJCB	Sydney
Ontario	CKCO	Ottawa
	CJIC	Sault Ste. Marie
	CFRB	Toronto
Prince Edward. I.	CFCY	Charlottetown
Quebec	CKAC	Montreal
	CHRC	Quebec
Saskatchewan	CKBI	Prince Albert
	CJRM	Regina
	CFQC	Saskatoon
	CJGX	Yorktown

OREGON GEOGRAPHY!

6% = 60%

In Six Small Counties in the State of Oregon,
With Less Than 6% of the Land Area of Oregon
Lives
60% of the Radio Audience of the Entire State

THIS group of six small counties, clustered closely about the lower Willamette river valley, near the junction of the Willamette with the mighty Columbia, was the Promised Land . . the Rainbow's End . . to the pioneers of the "Oregon Trail".

These counties today, with only 5602 square miles of great Oregon State's 95,607 square miles of territory, have nearly 60% of all Oregon's population within them.

Together with one county in the State of Washington, across the Columbia River, this is a concentrated market with 132,850 radio homes. The 1930 population was 557,661.

Portland, Oregon's largest city and the second city of the Pacific Northwest, lies in the northern part of this area. In the extreme south, less than 50 miles from Portland, lies Salem, the capital of Oregon.

The retail trade of this area in 1935 was $207,516,000.00.

This land of the Rainbow's End is surrounded by mountains — mountains which shelter this area from northern gales and southern droughts — mountains which bring the rains and the lush fertility that make this land so prosperous.

These same mountains would make it difcult for any station, regardless of power, to reach the other 40% of Oregon's citizens, scattered throughout over 95,000 square miles of coast and valley and plain, . . . and there is no high power radio station in Oregon.

KXL reaches this area of the 60% at low cost . . . and no other single station reaches much of the scattered 40%.

THE BEST BROADCASTING BUY IN OREGON IS KXL!

The Best Broadcasting Buy in Oregon is KXL!

BECAUSE:

KXL serves a concentrated market, containing 60% of the radio homes in Oregon, together with a rich adjoining county in Washington.

County	1930 population	1936 radio homes	1935 retail trade
Multnomah	338,241	91,400	$ 151,985,000
Clackamas	46,205	8,100	9,189,000
Marion	60,541	13,300	18,990,000
Yamhill	22,036	4,500	6,510,000
Washington	30,275	5,000	5,212,000
Columbia	20,047	2,800	4,116,000
Clark, Washington	40,316	6,900	10,514,000
	557,661	132,000	$ 207,516,000

KXL serves this market at low cost — for rates write K X L, Multnomah Hotel, Portland, Oregon, or see our representative.

KXL can guarantee time for your programs.

KXL has been established for 12 years — K X L has an established place in the listener habits and loyalties of this rich market.

KXL as Portland's leading independent station has long rendered a unique service to the Pacific Northwest's second market.

KXL is now affiliated with two stations which have made radio history in the Pacific Northwest — K F P Y, the pioneer station of Spokane, the Northwest's third market — and K G I R, the station of Butte, Montana's largest city and the fourth market of the Northwest.
The policy of public service — of "listener interest first" — followed by those stations will also be the policy of K X L.

KXL under new management is adding new services, winning new listener loyalties and establishing greater listener habits, by adding new services to the old.

KXL has subscribed to the complete day and night service of the United Press and is the first station in Portland to give a complete and independent radio news service to this area.

KXL offers a unique opportunity for advertisers to use at low cost a station which has both an established audience and also is attracting greater interest with new policies and new services.

THE BEST BROADCASTING BUY IN OREGON IS KXL!

Symons-Craney Partnership Acquires KXL, Portland, Ore.

KGIR and KFPY Greet Sister Station; Policy Of "Listener Interest First" Prevails

BACK IN 1922, in Spokane, a fortuitous series of events brought together two individuals—T. W. Symons, Jr., and Edmund (Ed) Craney. Their names have been synonomous with KFPY, Spokane, and KGIR, Butte.

Since that time these two have been associated, and together they have made radio history in the Northwest. The newest chapter in that history is their acquisition of KXL, Portland station in operation since 1925, which Tom Symons will manage and operate, while also continuing to guide the destinies of KFPY by remote control.

Turn back the pages of radio lore to those catwhisker days of 1922. Tom Symons was owner, operator and chief pilot of a commercial aviation company in Spokane—the hangover of service during the World War, when he was a crack army pilot and aviation instructor. Army life came rather natural to Tom Symons because his distinguished father — Maj. Gen. T. W. Symons—had been the chief engineer of the U. S. Army.

At the same time Ed Craney was getting ready to graduate from Spokane's North Central High School, and was president of the high school "Radio Club."

The Partnership Starts

Tom Symons had a competitor in the flying business. The competitor asked him to enter a partnership in another venture—a radio store which would supply catwhiskers, coils, crystals and other component parts for improvised radio receivers.

The two started the Radio Supply Company, and Ed Craney, just graduated from high school, was duly installed behind the cash register. The other aviator dropped out and thereupon began the association of Craney with Symons that hasn't missed a beat since.

Before 1922 was over, the duo had started KFPY in Spokane. In 1929, after wondering why a city of the size and importance of Butte had no station, they applied for and obtained permission to install KGIR.

Both stations have been successful. Identical program policies govern them. Their credo is "Listener Interest First." Questionable advertising accounts have been scrupulously avoided. Commercial announcements and copy have been limited. Religious broadcasts for pay have been refused and are broadcast only gratuitously and when considered in the public interest.

Long before it was the common practice, both KGIR and KFPY had refused to sell time for propaganda purposes, or for the discussion of controversial questions. Instead, both have devoted time to the free and open discussions of questions of public interest, presenting all sides of such discussions.

Those same policies and the same calibre of management is being brought to KXL by the Kilocycle Twins of the Northwest. With the approval of the FCC, they have taken over the control of the Portland local, operating with 100 watts. It has full time except for about three hours during the daytime on school days, when the frequency is used by KBPS, a noncommercial station operated by the Benson Polytechnic School in Portland.

Upon assuming ownership of KXL, the Symons-Craney partnership immediately modernized the station. Complete day and night news reports of the United Press have been contracted for, and an independent local news service is being established. This follows the policy of the other two stations, which pioneered the Northwest in building up radio news broadcasts in their communities.

KXL's Many Remotes

WITH 34 remote control lines, KXL, Portland, Ore., devotes much of its time to community broadcasts, according to its management. Few 100-watters, it is stated, can claim as many remotes. Among the points are the civic auditorium, city hall, theatres, hotels, police stations, churches, department stores and dance halls.

Northwest Record

KXL, Portland, Ore., claims a record for stations in the Northwest by virtue of two accounts which have been on the station continuously for five years. For over 270 consecutive weeks, the Broadway Cab Co. has sponsored Saturday all-night broadcasts over the station. Only five weeks short of this record is that of George Lowenson & Son, which for 265 weeks has sponsored weekly broadcasts of wrestling matches.

KFPY Winter Season

T. W. SYMONS Jr., president of KFPY, Spokane, reports an excellent volume of business in spot accounts for the past season, including a number carried exclusively. The latter include Anacin *Easy Aces* transcriptions, quarter hour, nighttime, 156 times; Pinex campaign; Blue Jay Plasters; Wheatena; Continental Oil Co.; Edgeworth and Domino Cigarettes; Tudor Plate Silverware; Sheaffer Pen; Vick Chemical Co.; and many other accounts. This business was obtained for KFPY by Joseph Hershey McGillvra, national representatives.

Public Service Is Feature of KGIR; Schools Use Radio as Part of Courses

WHEN the Jack Benny programs are used as examination material in the public schools, that's proof that the people are radio-minded.

Ed Craney, manager of KGIR, Butte, reveals that this is done in a number of schools in the area, and is a regular Monday routine. The teachers, he relates, utilize the program as a means of ascertaining how rapidly their students assimilate the material used in the shows.

Many of the Montana schools are now equipped with radio receivers — a campaign in which KGIR participated several years ago when the Walter Damrosch programs first were made available over KGIR. The station either donated outright or aided every school in its area to raise funds to purchase receivers. Prearranged schedules by the station coordinated with class room work make possible educational broadcasts on a regular basis.

KGIR began operations in 1929, when copper was 24 cents a pound and as many people were on the Butte streets at 2 a. m., as at 2 p. m. Crystal sets were in vogue and during the first week of KGIR's operation, more than 3,000 were sold in Butte.

The station was first located in down-town Butte, over the mines which run under the city—a labyrinth of 5,000 miles of tunnels. The location was two miles west of the Continental Divide. Recently the station was moved to a point four miles west of Butte, on Silver Bow Creek, a spot where $8,000,000 in placer gold was recovered from the creek bed.

There is no police radio in Montana. KGIR devotes much of its time to local, county and state activities. It "finds" an average of more than two children a day. The station has been highly commended for its civic work in aiding apprehension of criminals and in locating stolen cars and other articles.

KGIR has been a member of the NBC networks since November, 1931. It has originated many programs for statewide networks on special occasions.

Special Events Coverage Is Popular in Northwest; Legislative Broadcasts

OUT in the wide open spaces of the West, the special events broadcast draws a substantial and responsive audience and effectively builds good-will for the station and closer understanding among the people, according to Ed Craney, general manager of KGIR, Butte, Mont.

Two years ago, when the Helena earthquakes startled the nation, KGIR sent a crew of announcers and engineers to the city 70 miles away to broadcast the event. Every occurrence of significance within a 100-mile radius is now covered. The station averages more than 200 miles of remote lines a week.

One of the current series of broadcasts, which have been markedly successful, Mr. Craney said, is the weekly news report from the State Capitol in Helena. Each week during the 60-day session a KGIR announcer and engineer made the trip to Helena, many times through blizzards and "40 below" weather. The 45-minute period allotted to the program each week was "booked solid" weeks in advance as the legislators took advantage of the opportunity of getting to the people with their legislative proposals.

The newest KGIR series is an hour broadcast each Sunday afternoon from towns surrounding Butte. The broadcasts feature talks by city heads and civic leaders, with entertainment by typical local groups.

Northwest Leading Copyright Battle

Montana and Washington Are First With ASCAP Laws

TWO Western states — Montana and Washington—were the first to enact state copyright laws rigidly restraining such combinations as ASCAP from charging all the traffic will bear for performance of copyrighted works.

Waging practically a single-handed fight in Montana, Ed Craney, operator of KGIR, saw the State Legislature pass a measure he supported, prescribing a "per piece" method of payment and placing ASCAP as well as other copyright groups under the police powers of the state. The bill was signed March 12 by Gov. Roy E. Ayers. The pen with which he signed the measure is in Mr. Craney's possession.

Exactly 12 days later, the Washington State Legislature passed an almost identical bill and Gov. Clarence Martin signed it March 24. In that effort, T. W. Symons, president of KFPY, Spokane, and associate of Mr. Craney, participated along with the Washington State Association of Broadcasters.

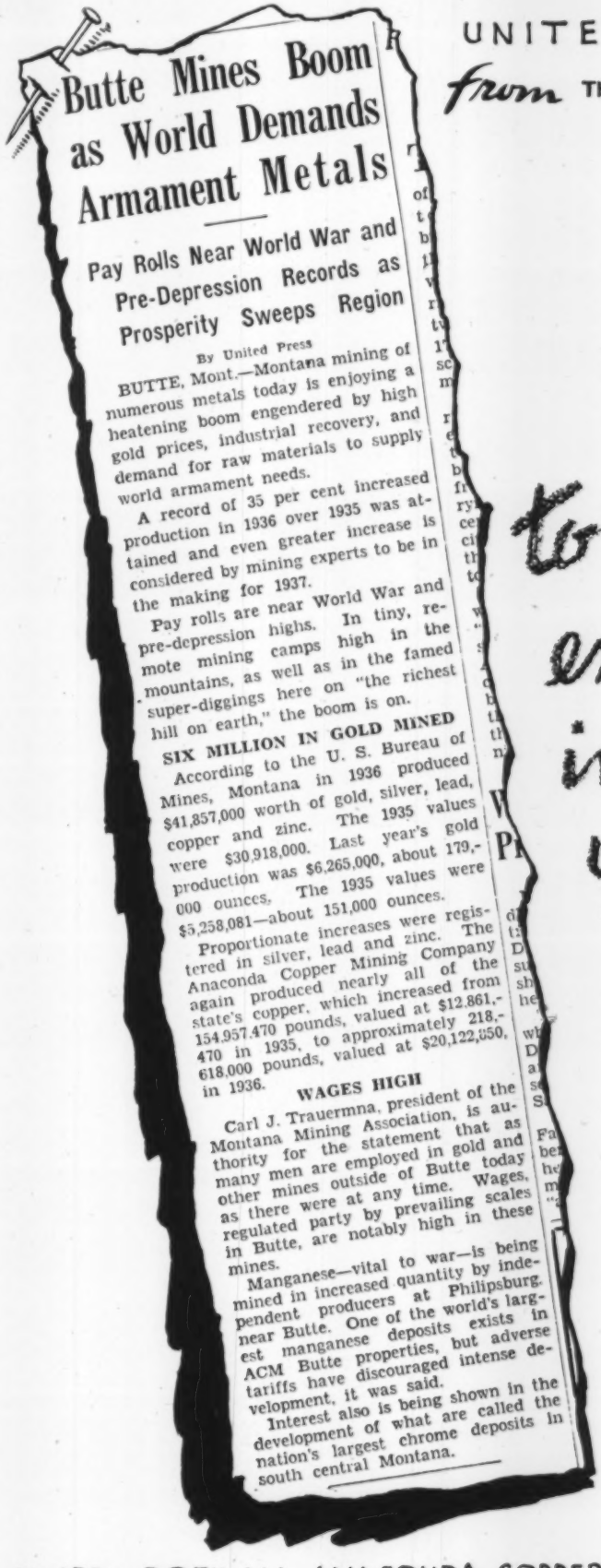
Other States Follow

Since then several other states, notably Minnesota and Nebraska, are pressing for enactment of legislation along the lines of the Montana and Washington bills. Indications are that possibly a majority of the states will seek similar laws.

Attempts now are being made both in Montana and Washington by ASCAP to procure injunctive relief and prevent the state laws from becoming operative. Last month a hearing was held on the Montana case and a decision is being awaited. It is viewed as a test. If the courts hold the measure constitutional, it is obviously expected that other states immediately will seek to enact measures of a like nature.

In addition to his copyright activity in his own state, Mr. Craney has been active on the Federal copyright front. Now pending in the Senate is a bill (S-2031) introduced by Sen. Sheppard (D-Tex.) which would eliminate the statutory minimum infringement clause of $250 and leave damages up to the courts, prescribing that music be cleared at the source and providing for clear identification of copyrighted works to enable users to determine the copyright owners. Mr. Craney advocated such a bill in an open letter to Congress early this year.

Late last month, Mr. Craney followed up his original letter to members of Congress demanding action on copyright with a second letter informing them that action was essential if the independently operated broadcast station is to be protected.



UNITED PRESS Dispatch:

from THE WASHINGTON DAILY NEWS, TUESDAY, APRIL 13, 1937

Butte Mines Boom as World Demands Armament Metals

Pay Rolls Near World War and Pre-Depression Records as Prosperity Sweeps Region

By United Press

BUTTE, Mont.—Montana mining of numerous metals today is enjoying a heatening boom engendered by high gold prices, industrial recovery, and demand for raw materials to supply world armament needs.

A record of 35 per cent increased production in 1936 over 1935 was attained and even greater increase is considered by mining experts to be in the making for 1937.

Pay rolls are near World War and pre-depression highs. In tiny, remote mining camps high in the mountains, as well as in the famed super-diggings here on "the richest hill on earth," the boom is on.

SIX MILLION IN GOLD MINED

According to the U. S. Bureau of Mines, Montana in 1936 produced $41,857,000 worth of gold, silver, lead, copper and zinc. The 1935 values were $30,918,000. Last year's gold production was $6,265,000, about 179,000 ounces. The 1935 values were $5,258,081—about 151,000 ounces.

Proportionate increases were registered in silver, lead and zinc. The Anaconda Copper Mining Company again produced nearly all of the state's copper, which increased from 154,957,470 pounds, valued at $12,861,470 in 1935, to approximately 218,618,000 pounds, valued at $20,122,650, in 1936.

WAGES HIGH

Carl J. Trauermna, president of the Montana Mining Association, is authority for the statement that as many men are employed in gold and other mines outside of Butte today as there were at any time. Wages, regulated party by prevailing scales in Butte, are notably high in these mines.

Manganese—vital to war—is being mined in increased quantity by independent producers at Philipsburg, near Butte. One of the world's largest manganese deposits exists in ACM Butte properties, but adverse tariffs have discouraged intense development, it was said.

Interest also is being shown in the development of what are called the nation's largest chrome deposits in south central Montana.

to convert these extra dollars into sales for your product... you MUST use—

KGIR

BUTTE

MONTANA

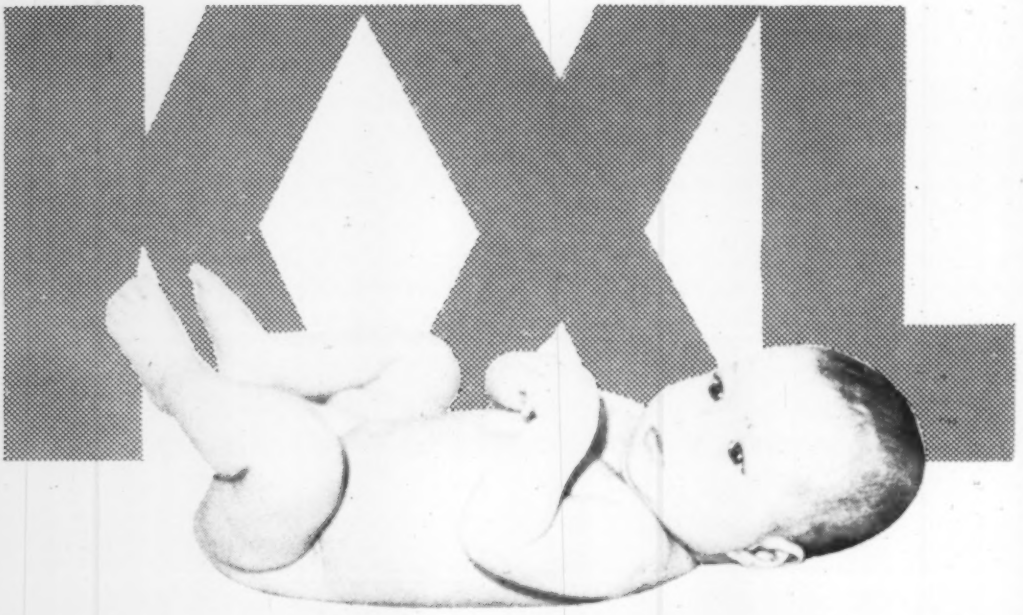
ON APRIL 20TH ALL ANACONDA COPPER MINING CO. EMPLOYEES RECEIVED ANOTHER 25¢ PER DAY PAY INCREASE

Representatives:
JOSEPH McGILLVRA
NEW YORK • CHICAGO

The KFPY-KGIR policy of Listener interest

FIRST LAST AND ALWAYS

extended now to KXL, Portland, Oregon makes this old established station under its new management the greatest buy in Portland.



For special rates when your campaign is scheduled on KGIR and KFPY consult our representatives!

Joseph H. McGillvra
NEW YORK • CHICAGO

Television to Sell Goods, Says Lohr

But Insists Years Will Pass By Before It Is Sponsored

"TELEVISION will definitely sell goods," said Lenox R. Lohr, NBC president, in an address on television before the Chicago Federated Advertising Club May 6. He added, however, that it may take many years before advertisers will sponsor television programs.

Mr. Lohr said that there are three steps before commercial television will be a reality and it may take many years before the completion of each step. The first step is the selling of television sets, the second is the launching of commercial programs on the air and the final step will occur when the advertisers will be able to bear the cost of televised programs.

"There will be a long period of several years even after the public has television before sponsors will take it up," declared the NBC president. "It is just a vicious circle until that time will come. No advertiser will use television until there are enough listeners and sets to make the programs pay and until the reception is of the very best. Yet reception cannot be at its very best until sponsors begin putting programs on the air."

Visual Selling

Mr. Lohr brought up the interesting point that in commercial television programs the announcers will say practically nothing. Words will not be necessary since pictures will do all the selling. He gave an example of a possible commercial of the future. A negro mammy would be mixing up some pancake batter. A package of the pancake flour with the name is on the table with and the name of the product is clearly visible. After the negro mammy finishes making the pancakes, a couple of youngsters devour them hungrily and the happy look on their faces is a silent but effective way of telling the audience just how good this particular pancake flour is.

Concerning the technical angle of television Lohr stated that 95% of the geographical United States would never have television. "Cities of less than 100,000 population can never support a television transmitter," Mr. Lohr declared. He said that there would be about 100 television centers throughout the country. This is due to the fact that television, unlike radio, is limited as to distance. Today the television broadcasts from the NBC transmitter atop the Empire State Bldg. cannot be seen more than 50 miles from New York. Should a transmitter be placed on top of Chicago's tallest building and television programs broadcast, audiences would have to be within a 30 to 35 miles radius to see the program. Because of television's limited range it will never supplant radio broadcasting, he asserted.

"The time is not yet ripe for regular television programs," declared the NBC head, "There are too many changes taking place every day to begin television programs. In the two hours before I took the train to Chicago five changes took place each of which vitally affects the transmission of television programs. Another problem we have to face is the fact that once television programs are on regularly we must continue to keep them so. Now whenever we want to do some experimenting, we can shut our transmitter. This, of course, would be impossible once we started regular television programs."

"One method," said Major Lohr, "of programming television broadcasts will be by the film method. However there are a few problems which must be overcome before this method is feasible. No motion picture companies will give their films for use in television broadcasts because once the film is used in television it cannot be used again. Then, too, standard film does not lend itself to television."

In connection with films he also pointed out another recent change which had taken place in television. He said: "The recent change from 35 millimeter film to 16 millimeters for television means a saving of one million dollars in a two hour television broadcast.

"One television problem that space radio did not have to face is due to the eye being more critical than the ear. The eye doesn't want to see the same thing twice but the ear can hear the one song a thousand times without tiring of it. Because of this, television programs will have to be more varied than radio programs."

ALL FOR SOUND
KMOX Staff Tours Ozarks To Get Effects

SPECIAL sound effects for *The Land We Live In*, dramatized history of St. Louis, sponsored by Union Electric Co. on KMOX were obtained by members of the staff who flew to Lake of the Ozarks May 5. Phil Love, staff pilot, flew the Union Electric trimotored plane and took with him Tiny Renier, program director of KMOX, Graham Trevis, chief engineer, Don Phillips, sound effects man, Gordon Sherman, engineer and Bradford Simpson, author of the script.

Portable recording equipment was used to make records of native mountain sounds and the roar of water at Begnell Dam, one of the power units of Union Electric. The utility's show is presented each Sunday evening at 8:30 with background music by Ben Feld and symphony.

WBNS
COLUMBUS, OHIO
best for test!
As of May 15, 1937, 24 National Spot Advertisers Now Using WBNS, Columbus, O.
ONLY CENTRAL OHIO CBS OUTLET
Reps. JOHN BLAIR AND CO.

PRESTO MAKES IMMEDIATE DELIVERY ON TRANSCRIPTION TABLES

Order the model you require directly from this ad. Shipment will be made within three days of the receipt of your order.

These Are Your Net Prices

1. Turntable chassis, only, including 16" table, synchronous motor, two speed (78 & 33⅓ RPM) rim drive mechanism with instantaneous speed change and high quality, lateral, magnetic pickup, complete, ready for operation $160.00
2. Item 1 mounted in wood or portable leatherette carrying case 188.00
3. Items 1 & 2 with record cabinet, as illustrated above 240.00
4. Overhead feed mechanism with Presto wide range cutting head, to adapt turntable for instantaneous recording, furnished at additional cost of 190.00

Guarantee of Performance

The Presto Recording Corporation will replace without charge any turntable or part showing an electrical or mechanical defect within one year of the date of sale.

PRESTO RECORDING CORPORATION
147 W. 19th Street, N. Y.

Two Stations as One

ANOTHER intra-city network was started May 7 in the already complex pattern of Northern California affiliations, when KGGC, San Francisco, and KLS, Oakland, pooled facilities to form the Bay Broadcasting System, a local hookup. KGGC, a 100-watt station on limited time schedule, is owned by the Golden Gate Broadcasting Co., W. N. McGill, manager. KLS, a 250-watt station, recently shifted from 1440 to 1280 kc. is owned by the Warner Bros., Oakland radio dealers.

Join Preakness List

TWO independent stations—WLVA, Lynchburg, and WCHV, Charlottesville, Va.—will be added to an NBC Blue network of 28 stations for the May 15 broadcast of the Pimlico Preakness, sponsored by American Oil Co. The broadcast occurs 5:15 to 5:45 p. m. (EST). The account was placed through Joseph Katz Co., Baltimore, by O. B. Bond, account executive.

UP Develops New Weekly Program To Interpret and Dramatize the News

A HALF-HOUR weekly news program unlike any now on the air is being developed by United Press, which for some time has been considering using the by-products of its news service for feature radio presentations. Fundamental idea of the new series is to give the biggest news of the week in dramatic form, together with an interpretative summary of preceding events, so that the audience will get a complete picture of not only what is happening but why it is happening. Roughly, the new program will compare with present news broadcasts in about the same way the movie presentation of the *March of Time* compares with the customary newsreel.

This idea of using its facilities for more than the bare presentation of news is nothing new with UP. In addition to its regular radio news service, it supplies station subscribers with four daily five-minute special features; *Women in the News*, biographical sketches of the women who have been prominent in that day's news; *Sport Snap Shots; In Movieland*, prepared by the UP Hollywood bureau, and *Fashion Chatter*, as well as a nightly sports roundup of scores and highlights of the day's big league ball games. Two quarter-hour weekly features, a *Weekend News Review* on Saturday night and a political summary called *Under the Capitol Dome* on Sunday morning, are also sent out by UP as a part of its regular radio news service.

More recently this organization has been making use of its resources to supply special material required by individual broadcasters, such as doing research and digging up background data for Boake Carter and Edwin C. Hill, and furnishing authentic "thrills" for Charles Martin to use on the Philip Morris program, biographical data for John K. Watkins' *Who's Who in the News* series, and unusual characters for Phillips H. Lord's *We the People* broadcasts.

These special services are, of course, supplementary to UP's main radio business, which is supplying about 25,000 words of news a day to some 150 broadcasting stations, 80 of which are hooked up on an 18-hour leased wire which feeds them continuous teletype service. The leased wire service was started last July with 15 stations in the East and is being extended as fast as possible. News is edited especially for broadcasting by special radio staffs in New York, Chicago and Los Angeles, each point filling in its own regional news, which is supplemented by local news fed from the nearest UP bureau.

Web Artz, UP's radio news editor, says one of his hardest jobs in building up the service has been to find newspapermen with the radio slant, as the typical newspaper style in which all reporters are trained is not at all suitable for reading aloud. His solution has been to select journalism school graduates with just enough experience to give them some news judgment but not enough to set them in the newspaper style, and then to train them in writing news for broadcasting by having them read their copy into a recording machine and then listen to it. This recording device is the basis of the weekly staff conferences, Artz says. Each week some 25 stories are recorded and played back to the staff for criticism and rewriting. The corrected stories are then again recorded and played back for further criticism until everyone is satisfied that they have been presented in the best possible radio manner.

The new program, which employs a cast of 64 persons, including a 24-piece orchestra and a 12-voice chorus under the direction of Harry Salter, is being produced by Edward A. Byron, previously associated with William Esty & Co. Inc. and WLW. The first episode depicts and explains the present European rearmament race.

THE POWER OF A MILLION WATTS

Pardon the typographical error...we meant *whats*. "Whats" are inquiries... inquiries lead to sales...magic makes inquiries. Yes, we've proven conclusively that MAGIC, TRICKS, PUZZLES, LEGERDEMAIN and GAMES can be tied up with a program (or made the theme of one) to secure amazing results.

STUNTS! INC. is an organization of internationally famous master minds of magic who are called upon by alert advertisers and their agencies when originality is called for. The perennial, all-age appeal of magic provides an "Open Sesame" to new fields and makes the most of existing markets.

Ask us about such famous campaigns as **THURSTON'S MAGIC AIR PROGRAM** (Swift & Co.); **ALI BABA** (Seeman Bros.); **"FUN AT COCKTAIL TIME"** (Seagram's); **EDDIE CANTOR'S MAGIC CLUB** (Pebeco); **MAGIKLUB** (54 Retail Stores); **MAGIC MENU** (Runko-Malt); **MAGIC SETS** (United-Profit Sharing Co.); **PUZZLES** (Chain Stores Everywhere); **BAG O' TRICKS** (Ralston's); **E. J. MAGIC CLUB** (Endicott-Johnson); **MAGIC BOXES** (Champion Bread); **CHANDU** (Beechnut).

Hundreds of pieces of new, clever mystical magic products are available with PRACTICAL, PROVEN PLANS OF PROMOTION. With a standing staff of 750 Field Men for selling, contact and survey, STUNTS! INC. offers a completely rounded service to agencies and advertisers. Investigate the sales-building power of MAGIC now! Write for the free STUNTS Book telling the complete story of dozens of successful Campaigns of our clients. No STUNTS!-man will call unless requested.

RADIO STATIONS, ATTENTION! *Have you a "hot prospect" who is not on the air only because your program department hasn't clicked? Let* STUNTS! INC. *provide you with a sure-fire idea!*

STUNTS! INC.

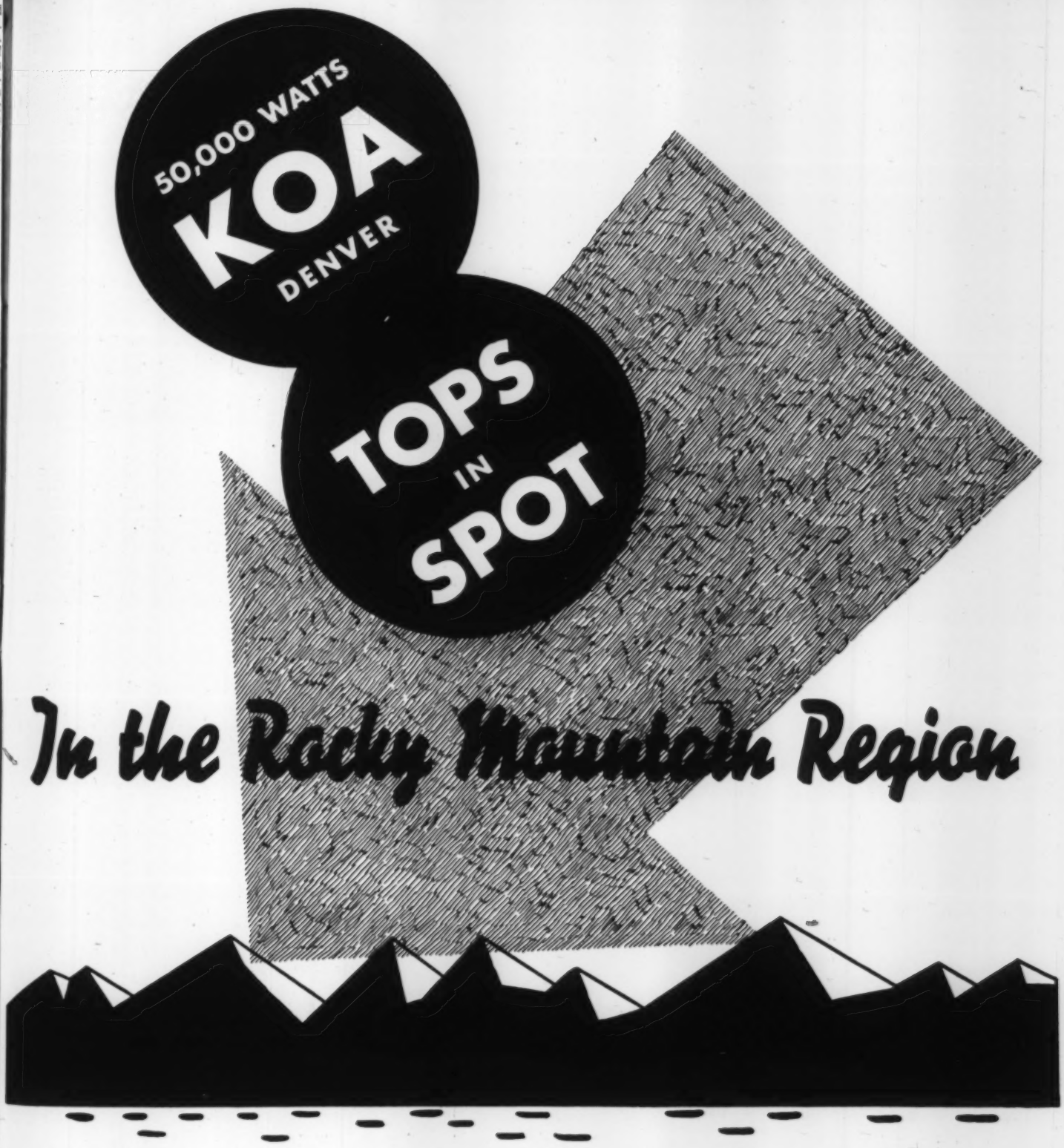
148 LAFAYETTE STREET, NEW YORK CITY
Telephone CAnal 6-7830
Western Headquarters: 504 Donovan Bldg., Detroit, Mich.
Telephone Cherry 2426

NBC - McClatchy Group Taken by Six Sponsors

FOLLOWING the signing April 21 of five-year contracts tying the four McClatchy stations in California (KFBK, KWG, KERN and KMJ) to NBC, a number of NBC-Pacific Coast network accounts have taken coverage in the McClatchy territory. Among them are:

Pacific Gas & Electric Co., San Francisco, sponsors of weekly *Tales of California*, Sundays, 9-9:30 p. m. (PST), adding KFBK and KWG beginning May 9; Procter & Gamble Inc., Cincinnati, on April 26 added KFBK, KWG and KMJ for *The O'Neills* (Ivory Flakes), Mondays through Fridays, 3:45-4 p. m. (PST), and WRVA, KFBK, KWG and KMJ for *Vic & Sade* (Crisco), Mondays through Fridays, 3:30-3:45 p. m. (PST); Signal Oil Co., San Francisco, on May 7 added KERN for the *Signal Carefree Carnival*, Fridays, 8-8:30 p. m. (PST); Sussman, Wormser & Co., San Francisco, on May 5 added KERN and on June 2 will add KGIR and KDYL to network carrying *S & W Junior News Parade* Wednesdays, 5:45-6 p. m. (PST); Union Oil Co., Los Angeles, on May 4 added KERN to stations carrying weekly *Thrills*, Tuesdays, 9-9:30 p. m. (PST); General Foods Corp., New York, added KFBK, KMJ and KWG to network carrying *Maxwell House Show Boat*, Thursdays, 7:15-8:15 p. m. (PST).

BRITISH AMERICAN PRODUCTIONS Inc., New York, announces the exclusive radio management of John Scott Hughes, British yachting expert who will arrive May 21 to cover the American Cup Races for English newspaper interests.



"Sold 65% more Fords using KOA"..."We've had outstanding success with items advertised on KOA"..."We plan to continue on KOA for many years to come". These are the things advertisers say! KOA—covers a potential market of 275,000 families. In programs and power KOA is TOPS!

A Mountain
Red Network Station
programmed and represented
by NBC

Atlanta's New WAGA May Be Ready July 1

ATLANTA'S new broadcast station, the 500-watt WAGA on 1450 kc., is nearing completion and is expected to be ready to go into operation around July 1. Construction of WAGA, which is the former WTFI, Athens, Ga., purchased last year by a group headed by Norman K. Winston, associated with Arde Bulova, is under the technical direction of H. W. Holt. RCA equipment is being used throughout with a 375-foot Truscon vertical radiator on the 10-acre tract on Memorial Drive, about three miles from the heart of the city.

It is planned to reorganize the stock setup of WAGA shortly, with Mr. Winston's group holding 50%, the *Atlanta Journal* 40% and H. A. Lafount, former Radio Commissioner, 10%. The station will be managed by Lambdin Kay, manager of the *Journal's* WSB, who will select its staff. It is tentatively scheduled to join the NBC-Blue network about Aug. 1. While WAGA is being built, WTFI is still in operation in Athens. Its manager, Lynn Brannon, has applied to the FCC for a new 100-watter in Athens.

MAJ. GEN. JAMES G. HARBORD, chairman of the board of RCA, was awarded the Medal of Merit of the Army Ordnance Association at a meeting in Washington May 12. Following the presentation, made by Brigadier General Benedict Crowell, Gen. Harbord spoke on "Radio and Industrial Preparedness".

RED HOT AND LOW DOWN

An Hour to Fill and Nothing but Recordings--How An Announcer Disposed of a Problem

BY NATHAN CAPLOW
WAAF, Chicago

Mr. Hawk

FIVE years ago last December, Bob Hawk, then on the announcing staff of WCFL, found himself with an hour of sustaining time in front of him and with nothing but records to fill the 60 minutes. For no reason at all Hawk decided to throw together a bunch of hot "pancakes" and play them for the hour.

The idea seemed so ridiculous after he started that through sheer embarrassment he kidded the records, himself, the idea and anything else that came to his mind while playing the music. Somewhere along the hour he used the expression—"It sounds kinda Red Hot and Low Down"—but a couple of sponsors heard the stuff, and liked it and a few pieces of unsolicited mail came in next morning.

That was five years ago and ever since on six days a week for a solid hour Hawk has been at it, dividing the program into quarter hour strips for sponsorship and managing to keep the show almost completely sold out.

Not everything sells on *Red Hot & Low Down*, but practically everything. Everything from piano lessons by mail to used cars, from foreign travel agencies to fur coats, from clothing to coffee, from furniture to men's furnishings.

Plenty of Sponsors

For the past year *Red Hot & Low Down* has been on WAAF. Starting fresh with no business carried over from other days, the show has been at least 75% commercial since the fall season for radio got underway. Proof of its sustained interest lies in the fact that on a mail pull which got some eighteen hundred requests for pictures of Hawk, a substantial percentage mentioned that they had been constant listeners since the program first started—some claiming they had not missed a single day. All the accounts using *Red Hot & Low Down* on WAAF have kept it for the six-a-week since they started. Not one cancellation has been made. In the case of a chain of furniture stores, which expected to invest a few weeks on the show before results would be felt, the first time on the show did enough business to pay for itself and it has continued ever since.

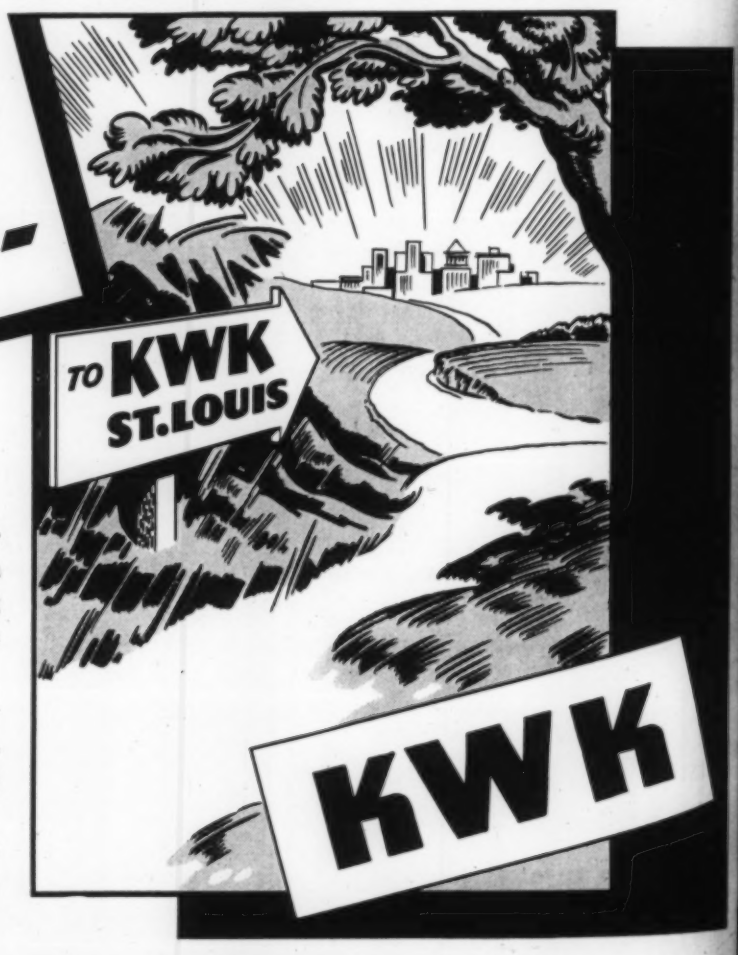
Swing music, silly chatter, and simple commercials is all there is to it. Its listeners are rabid. Bob Hawk and his *Red Hot & Low Down Revue* played a capacity week at the State-Lake Theater in the loop, purely on the strength of the program's following. This is believed to be the only time on record that a canned program reached such popularity that a revue was built on the idea.

In September of 1936, Hawk started on WAAF a different version of the usual man-on-the-street program. He calls it *Foolish Questions*, and that's all he uses, depending on gags and ridiculous situations to get the interest. The show started sustaining and was bought by a coffee blender less than an hour after the first broadcast. The same sponsor recently renewed for its second 26 weeks, at a nice boost in the ante. Some half-dozen clients have their bid in for the show if and when it is available.

This is Hawk's second interview broadcast. Last summer he conducted a *Golfer's Vox Pop* from the lobby of the Morrison Hotel—with a golf ball manufacturer footing the bill. The show was on WGN and after eight weeks the sponsor cancelled. He had more orders for golf balls than his factory could fill operating 24 hours a day. That's what Hawk calls tough—to lose an account because of too much business.

RECENT Chicago fathers — all of whom were blessed with boys—in the Chicago advertiser-agency-representative field are Stuart Sherman, vice president and advertising manager of the Pepsodent Co.; Norman Heyne, radio director of Schwimmer & Scott; and J. Felix Morris, Chicago manager of the Capper Publications.

A GOOD SIGN TO FOLLOW -



The sooner you follow the marker on the road to greater profits, the sooner you will realize what you have been missing in increased sales returns. KWK in St. Louis is making history in the field of radio advertising, so why not join the crowd and let us increase the sales of your product, too.

THOMAS PATRICK, INC.
HOTEL CHASE ST. LOUIS

REPRESENTATIVE PAUL H. RAYMER CO.
NEW YORK CHICAGO SAN FRANCISCO

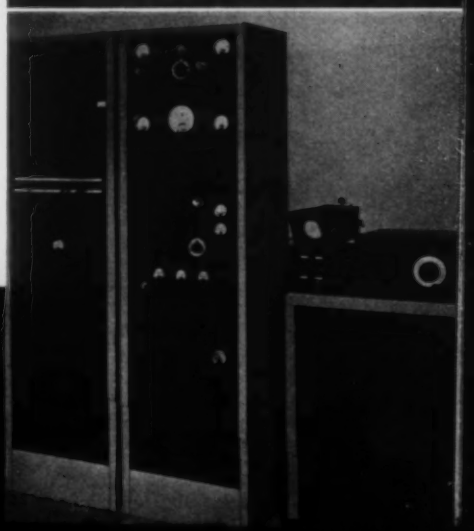
COLLINS

KOY

C. B. S. affiliate in Phoenix chose Collins equipment.

A Collins 20C-1000 watt transmitter, speech input equipment and a newly erected vertical radiator all help to make KOY the outstanding station in Arizona and one of the really top-notchers in the whole southwest.

KOY's good judgement is verified by dozens of other stations who have likewise chosen Collins. More than one-third of the new United States stations purchased in 1936 were Collins equipped. It will pay you to "JOIN THE SWING TO COLLINS."



COLLINS RADIO COMPANY

CEDAR RAPIDS, IOWA

New York Network Also Fed by WHN

AN ARRANGEMENT by which sustaining programs from WHN, New York, are fed to the stations of the New York State Broadcasting System to supplement those which the stations are receiving from WINS, New York, key station of the network, went into effect on May 10. The plan, which was worked out by Bert L. Squires, general manager of the network, and Herbert L. Pettey, assistant director of WHN, also gives the network a metropolitan source of programs in the late evening hours after WINS signs off (currently at 10 p. m.). It is understood that commercials will be accepted by the network with WHN as an additional or substitute New York outlet.

This is the second supplementary service to be offered to the New York State group, which last winter made a program exchange arrangement with the Colonial Network. In addition to WINS the group consists of WABY, Albany; WBNY, Buffalo; WSAY, Rochester; WIBX, Utica; WMBO, Auburn.

During the first week five hours of WHN's sustaining programs were scheduled to be broadcast to the network, including a daily morning exercise period, four dramatic programs, an inquiring reporter, a talk on astronomy, and four musical broadcasts.

WRC Power Boosted

AT ITS meeting May 4, the FCC Broadcast Division reconsidered a previous action of May 2, designating for hearing the application of WRC, Washington, NBC-owned station, for an increase in night power from 500 to 1,000 watts and day power from 1,000 to 5,000 watts and authorized a grant. WRC is removing its transmitter, now located within the city limits of the capital, to a point just outside the city and is installing new equipment.

Mayor-Announcer

MAYOR Ben E. Douglas was elected to succeed himself as chief executive of Charlotte, N. C. Mayor Douglas is well known to the radio audience as an announcer of no mean ability. He regularly announces an *Organ Melodies* feature which originates in the chapel of one of Charlotte's largest mortuaries and is carried over WSOC. His hobby goes even further when the station makes a pickup from a baseball park, where he shines as a baseball announcer.

KJR, Seattle, played host to the First Lady May 5 when Mrs. Roosevelt was interviewed in its studios by her daughter, Mrs. Anna Roosevelt Boettiger, wife of the publisher of the *Seattle Post-Intelligencer*, during her regular NBC-Blue network broadcast for Ponds Cold Cream.

Shortwave Bureau Is Created by CBS

New Transmitter Is Dedicated On Coronation Day Program

HEADED by attractive Elizabeth-Ann Tucker, the new shortwave program department of CBS began daily service on Coronation Day, May 12, from its newly dedicated international transmitter, W2XE. The new station has a peak power of 40,000 watts and was opened for transmissions to Europe and the British Isles with a short dedicatory address by E. K. Cohan, CBS director of engineering, and William Lewis, vice-president in charge of programs.

Programs of interest primarily to foreign audiences will be selected for W2XE's trans-Atlantic transmissions, as for its Latin American broadcasts on another set of frequencies, by Miss Tucker, former member of the CBS engineering department. Not herself an engineer, Miss Tucker joined CBS in 1929 to do research in advertising and promotion. She was transferred to engineering in 1931 and has been closely associated with all CBS shortwave activities.

MISS TUCKER

Miss Tucker went to England last fall to observe W2XE reception and questioned many people regarding their preferences as to American programs. She is a graduate of Kemper Hall, Kenosha, Wis., and St. Mary's at Garden City, N. Y.

Plans for W2XE include "salute" programs commemorating historic dates in European history, timed so that the foreign audiences may tune them in during their own evening hours. Formerly W2XE simply carried the same programs as WABC, the CBS New York key.

Licensed to employ five frequencies, W2XE will be heard as follows: 7:30 a. m.-10 a. m. EDST: (11:30-14:00 GMT) — 21,520 kc.; 1 p. m.-2 p. m., EDST: (17:00-18:00 GMT)—17,760 kc.; 3 p. m.-6 p. m., EDST: (19:00-22:00 GMT)—15,270 kc. The fourth frequency, 11,830 kc., will be held in reserve until further tests indicate its period of maximum usefulness. The remaining frequency, 6,120 kc., is for transmission to Central and South America.

KRMC, new 100-watt station recently authorized to go into operation at Jamestown, N. D., on May 11 was granted full time by the FCC on 1370 kc. Previously it was alloted half-time on 1310 kc., to share with the new KVOX, Moorhead, Minn. KVOX has not yet been constructed.

BIGGER than

● PITTSBURGH'S
● or CLEVELAND'S
● or ST. LOUIS'
● or BALTIMORE'S

are retail sales in the WOWO primary area, a rich and prosperous territory consisting of 36 counties in Indiana, 29 in Ohio and 6 in Michigan.

Were the WOWO primary area a corporate city community, it would rank third among retail markets* in the United States, larger than Pittsburgh, Baltimore, St. Louis or Cleveland.

No mid-western radio schedule is complete without WOWO, THE hoosier station. J-99483

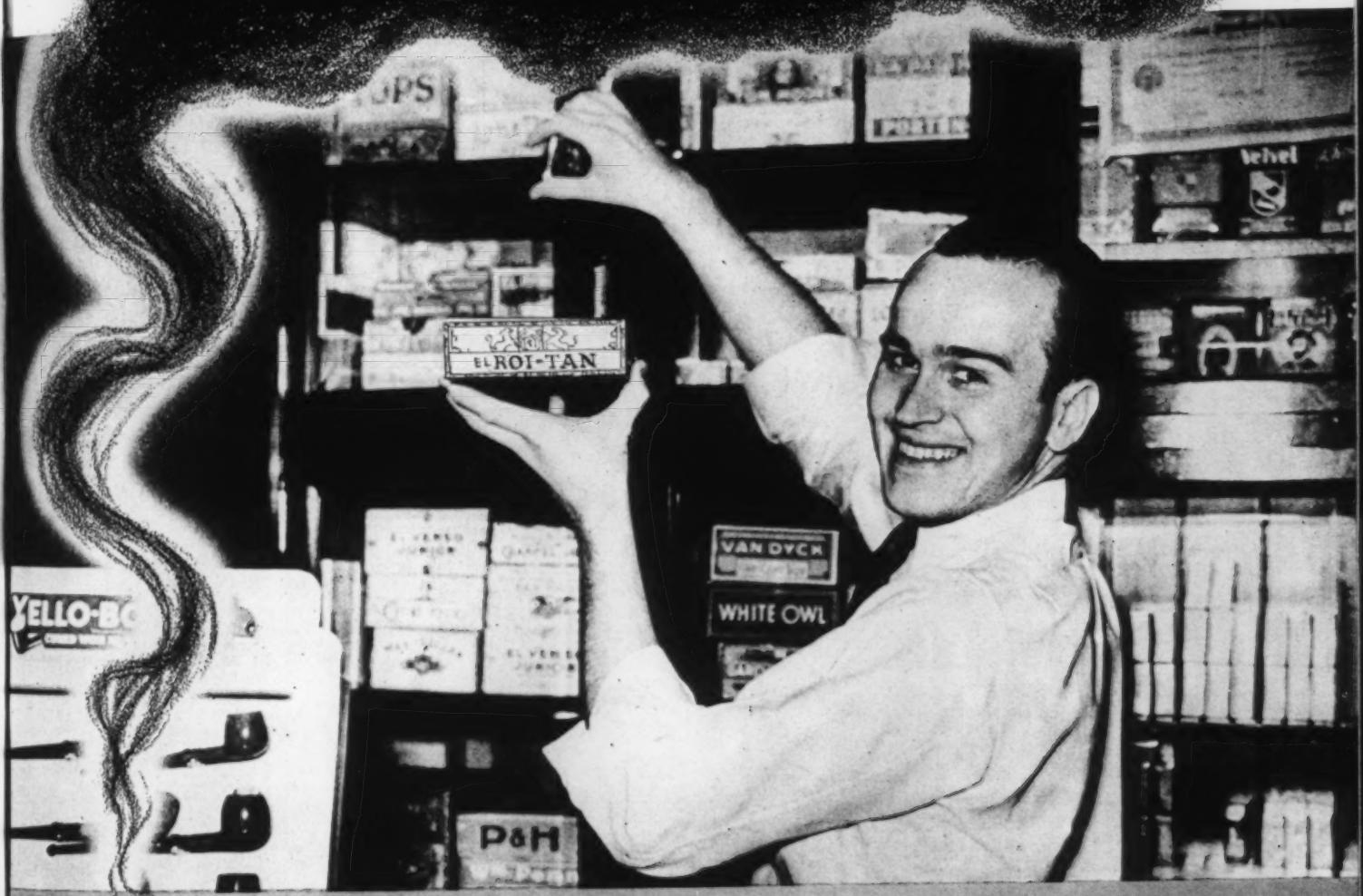
*according to the latest U. S. Census figure

WOWO the HOOSIER STATION

Westinghouse Radio Stations, Inc. ● Fort Wayne, Ind. ● 10,000 Watts ● NBC Basic Blue

E. KATZ, SPECIAL ADVERTISING AGENCY

WHEN IT'S ON WKY IT'S ON THEIR MINDS



WKY sells your dealers as well as your customers in Oklahoma

● It's easy to sell Oklahoma dealers your product if you sell their customers first. You can sell their customers . . . and they KNOW you can . . . by putting your product on the station that's most on their customers' minds.

The exhilarating influence WKY has on a product's sales in Oklahoma is something with which jobbers and dealers are well acquainted. WKY is a power they can see moving merchandise every day. WKY is a force they can feel . . . an argument they can understand.

So when salesmen talk WKY in Oklahoma, dealers are instantly more interested, more receptive, more willing to talk business.

When can we talk WKY . . . and more business . . . with you?

WKY OKLAHOMA CITY

Affiliated in Management with The Daily Oklahoman Oklahoma City Times and the Farmer-Stockman

● REPRESENTATIVE—E. KATZ SPECIAL ADVERTISING AGENCY

SUBSCRIBERS

ALABAMA

WSGN	Birmingham
WMFO	Decatur

ARIZONA

KOY	Phoenix

ARKANSAS

KUOA	Fayetteville
KFPW	Ft. Smith

CALIFORNIA

KPMC	Bakersfield
KIEM	Eureka
KHJ	Los Angeles
KLX	Oakland
KGB	San Diego
KFRC	San Francisco
KDB	Santa Barbara

COLORADO

KFEL	Denver
KFKA	Greeley
KGHF	Pueblo

CONNECTICUT

WTIC	Hartford
WELI	New Haven

DISTRICT OF COLUMBIA

WJSV	Washington

FLORIDA

WRUF	Gainesville
WMBR	Jacksonville
WLAK	Lakeland
WQAM	Miami
WDBO	Orlando
WFOY	St. Augustine
WSUN	St. Petersburg
WTAL	Tallahassee
WJNO	West Palm Beach

GEORGIA

WTFI	Athens
WGST	Atlanta
WRDW	Augusta
WMAZ	Macon

IDAHO

KIDO	Boise
KID	Idaho Falls
KRLC	Lewiston

ILLINOIS

WGN	Chicago
WJBL	Decatur
WTAX	Springfield

INDIANA

WTRC	Elkhart
WLBC	Muncie

IOWA

WMT	Cedar Rapids
WOC	Davenport
WKBB	Dubuque

KANSAS

KFBI	Abilene
KIUL	Garden City
KVGB	Great Bend
KWBG	Hutchinson

KENTUCKY

WLAP	Lexington

LOUISIANA

WJBO	Baton Rouge
KMLB	Monroe
WDSU	New Orleans
KRMD	Shreveport

MAINE

WCSH	Portland

MARYLAND

WFBR	Baltimore
WTBO	Cumberland
WFMD	Frederick

MASSACHUSETTS

WEEI	Boston
WCOP	Boston
WTAG	Worcester

MICHIGAN

WHDF	Calumet
WJR	Detroit

MINNESOTA

WEBC	Duluth
KROC	Rochester
KSTP	St. Paul

MISSISSIPPI

WAML	Laurel
WQBC	Vicksburg

MISSOURI

KMBC	Kansas City
KWK	St. Louis
KGBX-KWTO	Springfield

NEBRASKA

KFAB	Lincoln
KOIL	Omaha

NEW MEXICO

KGGM	Albuquerque
KRQA	Santa Fe

NEW YORK

WOKO	Albany
WGR-WKBW	Buffalo
WOR	New York City
WQXR	New York City
WHDL	Olean
WHAM	Rochester
WFBL	Syracuse

NORTH CAROLINA

WBIG	Greensboro

NORTH DAKOTA

KLPM	Minot

OHIO

WJW	Akron
WCKY	Cincinnati
WHK	Cleveland
WHKC	Columbus
WSMK	Dayton
WSPD	Toledo
WKBN	Youngstown

XUM

GOING UP!

• Just three and one-half years ago World Broadcasting System introduced the newly- perfected wide range Vertical transcription.

By July, 1935, 228 stations had installed Vertical reproducers.

At the end of 1936, there were 364.

Today, there's a total of 398.

In the last 22 months, an increase of 75%.

Here are statistics that wake up and live!

The wise station manager knows what this means. Vertical recording and reproduction make better broadcasting. Larger, more responsive audiences. More advertisers selling more merchandise. All resulting in greater time sales.

That is the history of World's modern Vertical method. Transcription volume has consistently shown the fastest growth and the greatest vitality in presentday advertising mediums. World — at Transcription Headquarters — produces over 70 percent of all transcribed programs, while serving more than a hundred leading advertisers who use over 450 stations in their regional and national campaigns. In addition, hundreds of local advertisers benefit by the economy and effectiveness of World Program Service, available in nearly every important market through 175 leading stations.

TO ADVERTISING AGENCIES

World's complete service provides you with fully-centralized control of your Selective Broadcasting campaigns. All details are handled exactly as you and your client wish—smoothly, efficiently, economically. You can assure the advertiser that each and every operation is "under control"—that the entire job, through the facilities of World Broadcasting System, will be recorded and broadcast as ordered.

WORLD BROADCASTING SYSTEM

Transcription Headquarters

ATLANTA - CHICAGO - NEW YORK - LOS ANGELES - SAN FRANCISCO - WASHINGTON

WBS

SUBSCRIBERS

OKLAHOMA

KADA	Ada
KVSO	Ardmore
KCRC	Enid
KBIX	Muskogee
KVOO	Tulsa

OREGON

KFJI	Klamath Falls
KOIN	Portland

PENNSYLVANIA

WCBA	Allentown
WLEU	Erie
WKBO	Harrisburg
WCAU	Philadelphia
WIP	Philadelphia
WGBI	Scranton

RHODE ISLAND

WJAR	Providence

SOUTH CAROLINA

WCSC	Charleston
WIS	Columbia

SOUTH DAKOTA

KABR	Aberdeen

TENNESSEE

WOPI	Bristol
WDOD	Chattanooga
WREC	Memphis
WLAC	Nashville

TEXAS

KFDM	Beaumont
KGFI	Corpus Christi
WBAP	Ft. Worth
KTSM	El Paso
KXYZ	Houston
KFRO	Longview
KRLH	Midland
WOAI	San Antonio
KCMC	Texarkana
KGKO	Wichita Falls

UTAH

KDYL	Salt Lake City

VERMONT

WCAX	Burlington
WNBX	Springfield

VIRGINIA

WSVA	Harrisonburg
WRVA	Richmond
WDBJ	Roanoke

WASHINGTON

KXRO	Aberdeen
KVOS	Bellingham
KGY	Olympia
KOL	Seattle
KMO	Tacoma
KUJ	Walla Walla
KPQ	Wenatchee
KIT	Yakima

WEST VIRGINIA

WHIS	Bluefield

WISCONSIN

WEAU	Eau Claire
WHBY	Green Bay
WKBH	La Crosse
WIBA	Madison
WOMT	Manitowoc
WHBL	Sheboygan
WSAU	Wausau

WYOMING

KDFN	Casper
KWYO	Sheridan

HAWAII

KGMB	Honolulu

CANADA

Alberta

CFAC	Calgary
CJCA	Edmonton

British Columbia

CJAT	Trail
CKWX	Vancouver

Manitoba

CJRC	Winnipeg

New Brunswick

CHSJ	St. Johns
CKCW	Moncton

Nova Scotia

CHNS	Halifax

Ontario

CKPC	Brantford
CRCO	Ottawa
CKCL	Toronto
CKLW	Windsor

Province of Quebec

CKAC	Montreal
CKCV	Quebec

Saskatchewan

CJRM	Regina

FOREIGN

Australia

5 DN	Adelaide
4 BC	Brisbane
3 KZ	Melbourne
2 GB	Sidney

New Zealand

1 ZB	Auckland
2 ZB	Wellington

France

Radio-Toulouse Paris

Mexico

XEW	Mexico City

Union of South Africa

South African Broadcasting Corporation (Capetown, Durban, Grahamstown, Johannesburg)

XUM

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Copyright Tempo

BACK in 1923 when some smart fellow at WEAF extracted the first dollar from a "radio advertiser", the copyright troubles of the broadcaster began. Tin Pan Alley figured some of that money belonged to it, and rightfully so. Broadcasters have never sought their music for nothing, as TPA would have folks believe.

At the start, TPA began taking its "royalties" from stations on a flat fee basis—sustaining fee they called it. There wasn't any really serious kick. There were sporadic tiffs with the Mills and the Bucks and the Burkans until 1932. Then TPA began to function under a law as broad as a barn door. It slapped down a percentage tax, plus that so-called sustaining fee.

It was then that ASCAP began practices which the industry called discriminatory. It gave preferential contracts to newspaper stations because of their "contribution to music". It dealt with networks on a different basis from its dealings with independent stations. It worked on the principle, evidently, of dividing the broadcasting industry. It succeeded. The industry went through a thousand Hells, torn with internal strife, unable to compose its internal differences.

In 1932 the industry had had little experience in dealing with such seasoned negotiators as the ASCAP group. ASCAP accomplished its end, but left the industry in turmoil. Substantially the same thing happened at the end of 1935, when the first three-year contracts expired, except that conditions were even worse, because ASCAP was having a fight of its own with the Warner Bros. publishing houses. After six months of attempting to go it alone, Warner wormed its way back into ASCAP, because it found that when networks and stations did not perform its music, the music was practically worthless. But even more disheartening was the discovery that box-office receipts dropped off for Warner musical pictures because the shows, without radio plugging their music, could not achieve real popularity.

The contracts signed in 1935 run for five years. The industry is more experienced. The tempo of the times has changed. Networks and independent stations alike evidently have come to the conclusion that a united front is essential to deal equitably with Tin Pan Alley. The networks (as reported in this issue) have concluded that music properly should be cleared at the source. That is fundamental in finding a solution. It removes the principal barrier which has blocked unified negotiation efforts in the past.

We are hopeful that at the NAB convention in Chicago in June plans will be laid for early consideration of an effective copyright platform. If the industry agrees upon a sound basis of procedure, and agrees to stick together, the result should not be difficult to achieve. As for the shortcomings in the law, we feel that progress is being made in the right direction. At least two states have successfully taken the offensive against ASCAP —Montana and Washington. Congress has before it several bills that would help immensely. It's just a case of teamwork now.

Fact and Fancy

SO MUCH misinformation is being spread about radio, and so vulnerable is any publicly regulated industry to attack, that an investigation by a Congressional committee, providing it is fact-finding in character and constructive in purpose, should have the effect of clarifying the clouded atmosphere. Congress undoubtedly needs some schooling in the ABC's of radio, else some of its members would not so readily accept the reports about "wasted public domain", "excessive profits", "monopoly control" etc. that are being heard. It seems as though the old government ownership crowd were back at it again with full vigor, though past statements of President Roosevelt and other high government officials — especially their attitude toward radio since seeing how fairly and honestly it handled the last political campaign and since observing the example of Europe's control over radio by dictators eager to maintain their power — seem assurance enough that government ownership is far from their minds today. If there is anything wrong with the industry and its regulators, Congress ought to ferret it out. In the meantime, we believe we can say for the broadcasters and most of the broadcast advertisers that they are doing their utmost to develop along constructive lines. They are indeed enjoying an unprecedented prosperity, but it is a prosperity that is normal, certainly encompasses no "350 per cent" profits and simply reflects the return of better conditions to the business world generally.

The RADIO BOOK SHELF

AN IMPORTANT book on radio titled *Communications by Wire and Radio—Communications Act*, written by Tyler Berry of the FCC examiners' staff, has just been published by Callaghan & Co., Chicago, $8. Informative and well-planned, the book begins with a technical legal analysis of the FCC Act of 1934, discusses common carriers and their rights and liabilities and contains 100 pages of special provisions relating to radio. The procedural and administrative provisions of the Act, as well as the penal provisions and forfeitures, are reviewed in precise and readable terminology. All legal phases of radio problems are analyzed from the license permit to the details of censorship and penalties. Here is a book that presents radio law in a way that laymen can easily understand.

The current issue of *American Speech*, a quarterly of linguistic usage published by Columbia University, contains an article by Julian Bentley, WLS news commentator, of WLS, Chicago entitled *The Fifth Estate Vocabulary*. The article deals with words used by people in the radio business which are gradually becoming a part of the American vocabulary.

BRITISH Broadcasting Corporation's *BBC Annual 1936*, published this year and received early in May, covers the 1935 activities of that big radio company in complete detail. It shows that the $2.50 radio set license fees accounted for a new income of about $10,500,000. The corporation's publications, which have a wide circulation in England and carry considerable advertising, showed an income of $2,100,000.

CBS has published a 14-page brochure listing the reactions of the press, professors, poets and the general public to *The Fall of the City*, a dramatic poem written by the Pulitzer Prize poet, Archibald MacLeish, especially for radio presentation and produced by the Columbia Workshop April 16.

Time-Sharing Stations

WHATEVER the result of current deliberations over allocations, there is one class of station that deserves primary consideration. That is the time-sharing outlet, whether in the clear channel or the local category.

The time-sharing station, generally speaking, is a hybrid. Operating certain specified hours, on occasions it must sign off just as the soprano hits the high C. It cannot render a complete service to its listeners. Actually its audience suffers. Moreover, most of the time-sharing stations on clear channels, even in these times, find it difficult to pay their way because of high equipment and power costs for limited operation—costs that are just as great as those of their full-time competitors.

Since it seems inevitable that the number of clear channels will be reduced, possibly to 25, it appears to us that time-sharing clear channel outlets first should be accommodated, in the interest of listeners who are entitled to full-time service and in the interest of sound radio economics.

We Pay Our Respects To —

VINCENT FRANCIS-XAVIER CALLAHAN

WAY DOWN yonder in New Orleans, a new radio personality is about to make his debut. On May 17, Vincent Francis-Xavier Callahan, as Irish as Paddy's cat, takes over the general management of WWL, 10,000-watt clear channel station. And watch his smoke!

What the Delta City gains, the Capitol City loses. For the last ten years Vince Callahan has been part and parcel of Washington radio. During practically all of that time he has directed the commercial operations of WRC, NBC-Red outlet, and since 1930 he has also handled WMAL, NBC-Blue station. Technically his title has been assistant to the vice-president in charge of sales of NBC in Washington.

During the decade that the smiling countenance of the curly-haired Callahan has graced the Washington radio scene, there have been radio developments aplenty. Check the books of WRC and WMAL, and the figures show a flat 1,000% increase in business during that span. Mr. Callahan was the lone salesman back in 1927 when he first began selling "Kilocycle Kopy." He leaves a staff of an even dozen.

Vince Callahan really didn't know where he stood in Washington radio until he accepted the proffer of WWL, owned by Loyola University, and now a CBS outlet. First Washington's rather formidable Advertising Club threw him a luncheon. NBC did likewise. His host of friends among Washington business folk, many of whom he introduced to radio, feted him generously. There were tears in those Irish eyes as he pulled up stakes.

Skip back to the advent of network radio in November, 1926, natal month of NBC. Radio Corporation of America, one of the papa companies, owned WRC in Washington. Three months later, on Jan. 12, 1927, to be exact, Frank P. Guthrie, then RCA head and NBC manager in Washington, hired Callahan, fresh from the post of assistant advertising manager of Hearst's *Washington Times*. He hired him because he was a native Washingtonian, because he knew advertising, and because he yas one of the most popular fellows in newspaper work about town.

Life began for "Vince" Callahan on April 5, 1902, in Washington. He is the son of Mr. and Mrs. John J. Callahan. His father for years was with the Government Printing Office. After a swing through local grammar and high schools, he attended George Washington University, taking a night course while working on the news staff of the *Times*. For seven years he was a reporter, but during the first two (1917-1919) he doubled in brass, devoting half his time to employment as associate director of a Washington playground.

Advertising beckoned to young Callahan in 1924, and after an eight-month apprenticeship in the *Times'* business office, he was named assistant advertising manager. As the paper's lineage increased, Mr. Callahan's earnings mounted. In 1927 the new radio field beckoned. He jumped into it as WRC's lone salesman out of its staff of 12. Today there are 64 people on the WRC and WMAL payroll.

It was more than an advertising solicitor's job, however. Because he was a newspaperman, he handled publicity too, and as a matter of fact has always supervised it for NBC in Washington. He took time out on pavement-pounding to handle such special events as the Lindberg arrival in 1927, the Bremen flyers, the Yorktown Sesquicentennial and other headline radio features.

As a station sales executive Vince Callahan has his own credo. He has followed the theory of placing local business through local agencies on the theory that better programs and better-satisfied clients result. "To sell advertising you must believe in it," he has always advised. His direct mail campaigns, begun in 1934, for purely local solicitation, have won widespread praise. In 1935 and 1936 they were selected in the group of 50 outstanding campaigns for all lines by the Direct Mail Association of America. Perhaps his standout effort was a postcard from Florida to 1,000 local accounts in midwinter, advising them that they too could bask on the beaches when the snow flies if they used WRC and WMAL advertising facilities.

If Vince Callahan has any hobby, it is sales promotion. He loves to dabble with it. Perhaps that's because he has gotten results. He is married to the beauteous former Florence Anita Hawkins, of Washington. They have two children, Daniel John, 6, and Vincent F. Jr., 5. He was president of the Deadline Club, newspaperman's fraternal group in 1933, its vice-president the following year, and its executive vice-president in 1935. He has served as a director of the Advertising Club, and is a member of the National Press Club, having been chairman of its publicity committee for two years.

At WWL, he takes over operation of a CBS outlet after having operated under NBC policies for a decade. His high standing in commercial radio and his infectious personality make his friends feel he will win over New Orleans radio as completely as he did in Washington.

PERSONAL NOTES

WILLIAM B. GELLATLY has resigned the position of sales manager of WOR, Newark, and on May 12 sailed with his family to Bermuda, where he will become associated with a new business venture. No successor to Mr. Gellatly has as yet been named by the station.

FRANK A. SEITZ, former vice-president of WFAS, White Plains, N. Y., was recently elected president upon the resignation of Selma Seitz, who remains as treasurer of the corporation. B. M. Middleton, formerly of KBIX, Muskogee, Okla., has been named sales manager of WFAS.

L. J. FITZGERALD, who has been handling general talent bookings for NBC Artists Service, has been placed in charge of sales of NBC concert artists for commercial radio, effective May 15.

HARRY WITT, CBS Southern California sales manager in Hollywood, was the guest of honor and speaker at the Los Angeles Association of Sales Managers on May 5. His subject was "Radio and Hollywood".

S. L. PATTERSON, formerly with the sales division of General Foods, has been named manager of KPDN, Pampa, Tex., succeeding David Ballou, who recently resigned.

FRED WOODING has been appointed publicity director of the Canadian Broadcasting Corp. at Toronto, succeeding Arthur Buchanan, resigned. He was formerly secretary to Buchanan.

MARTIN CAMPBELL, WFAA general manager, covered the Kentucky Derby on May 4 for the *Dallas News* and for the station he heads. Prior to entering radio a decade ago, Mr. Campbell was chief of the Associated Press staff in Louisville and covered the Derby for the AP for several years.

SYDNEY DIXON, NBC western division assistant sales manager in Hollywood, is father of a boy born May 5.

LYMAN W. PETERS, general manager of KIEV, Glendale, Cal., and Mrs. Peters are the parents of a son born April 14.

CARROLL KING, formerly with WMC, Memphis, has joined the local sales staff of WNOX, Knoxville. Joe Towner, secretary to Manager R. B. Westergaard, is now handling station publicity.

B. J. HAUSER, assistant advertising and sales promotion manager of NBC lectured May 5 on radio advertising before the WPA Adult Education class at Central Commercial High School, New York. His talk was broadcast on WNYC, New York municipal station.

DOROTHY KEMBLE, for the last five years in charge of advertising acceptance for MacFadden Publications Inc., will join NBC in New York on June 1 as assistant to Janet MacRorie, continuity acceptance editor.

THAYER (Chip) GILMAN, formerly with various Southern California advertising agencies, has joined KEHE, Los Angeles, as account executive. He succeeds William Finley, resigned.

KINGSLEY F. HORTON, a member of the CBS executive sales department, at New York, and Miss Ducie Weir, Syracuse radio singer, are to be married this fall. Mr. Horton was formerly with WFBL, Syracuse.

FRANK JARMAN, manager of WDNC, Durham, N. C., has announced his marriage May 15 to Miss Frances Moss.

L. V. BUTCHER, program director of KFBI, Abilene, Kan., for the last four years, and before that with KVOO, Tulsa, and other stations, has taken over the managership of the new KFBI studios in Salina, Kan.

NORMAN E. WHITAKER, NBC sales representative at WBZ in New England, on April 28 married Miss Alfreda E. Carlson, of Minneapolis.

HENRY SAEVKE Jr., former operator and production chief of WTMJ, Milwaukee, has been named to the sales staff.

M. P. TATE, formerly on the sales staff of KHJ, Los Angeles, has joined KMPC, Beverly Hills, Cal., in a similar capacity.

ROBERT OLIVER DAVIS, account executive of KEHE, Los Angeles was to be married to Marian Jane Rich, Chicago society girl, in that city, May 15.

LYMAN W. PETERS, general manager of KIEV, Long Beach, Cal., and Mrs. Peters are the parents of a 7 lb. son, born April 14.

LOUIS NELSON, former promotion director of the Phillips Petroleum Co., Bartlesville, Okla., on May 15 joins KMOX, St. Louis, as director of promotion and publicity.

LOREN B. STONE, commercial manager of KIRO, Seattle, and Mrs. Stone, are the parents of a son, Loren Jr.

RALPH A. SAYRES, sales director of KYW, Philadelphia, has resigned effective May 15 and plans to return to New York with his family.

DON BECKER, production manager of Transamerican Broadcasting & Television Corp., Hollywood, is in New York for two months, having left the West Coast early in May. He will contact prospective sponsors for several transcription serials which he produced in Hollywood and also plan several new shows for TBT production and sale.

Bar Dinner

WITH some 150 members and their guests present, the Federal Communications Bar Association on May 10 held its first annual banquet at the Raleigh Hotel, Washington. There were no speeches but the elaborate program of entertainment included a skit burlesquing radio events and practice before the FCC. Louis G. Caldwell, association president, presided. FCC members present included Chairman Prall and Commissioners Sykes and Stewart.

BEHIND THE MICROPHONE

HARRY W. FLANNERY, American Packing Co. news commentator on KMOX, St. Louis, for the last two and half years, has been named news editor, according to James D. Shouse, KMOX manager. Jerry Hoekstra, director of press relations for the past three years, has been transferred to the program department in charge of public affair broadcasts and musical programs. Miss Violet Evers, former secretary to Guy Golterman, director of the St. Louis Opera Co., took over KMOX publicity duties May 3.

LYNN GEARHART, formerly of WJNO, West Palm Beach, has joined the announcing staff of WIS, Columbia, S. C. Julia Lowry has been named reception-secretary of WIS to replace Portia Cuttino, resigned. Frank Burger has been appointed publicity director of WIS.

ELMER BAUGHMAN, announcer of WCKY, Cincinnati, has been appointed assistant studio manager by L. B. Wilson, president of WCKY, and will take over some of the duties of Lee Goldsmith, studio manager.

KEN FROGLEY, formerly radio editor of the *Los Angeles Illustrated Daily News*, and commentator, has been made automobile editor of the publication. He resigned as radio editor and news commentator two months ago to take over editorship of a new southern California magazine. Start of the publication has been postponed until late in fall.

WALLACE R. McLAIN, for the last 18 months on the production staff of KIEV, Long Beach, Cal., has been made production manager, succeeding Hal Horton, who resigned to free lance. Paul De Fur of the announcing staff has been elevated to chief announcer, and Reid Kilpatrick, formerly of Cleveland and Detroit, has joined the station as producer-announcer.

RUDY CORNELL, chief announcer, has been made production manager of KMTR, Hollywood. He succeeds Matty Kemp, resigned.

RAY SWEENEY, continuity and publicity director of WKZO, Kalamazoo, has joined the continuity staff of KMOX, St. Louis.

BOBBY LEE, formerly with the Affiliated Broadcasting Co. and WHBF, Rock Island, on May 10 was added to the announcing staff of WIBA, Madison, Wis.

AL WEINERT, announcer-producer of KGFJ, Los Angeles, has been made production manager succeeding Joseph Parker, resigned. Station has also added three announcers to its staff: Fred Stone, formerly of KFSD, San Diego; Robert Tonge, formerly of KFI-KECA, and Jack Lescoulie, formerly of KFAC, Los Angeles.

JERRY HARRINGTON, formerly handling American Association baseball games over WCCO, Minneapolis, for General Mills, is now commentator on KMA, Shenandoah, Ia., handling the General Mills-sponsored ticker reports of National League games.

CHARLES J. GILCHREST, radio editor, *Chicago Daily News*, was in Hollywood early in May looking over West Coast radio activities.

HAROLD GeBAUER, formerly of KMED, Medford, Ore., and KORE, Eugene, Ore., has joined the announcing staff of KOMO-KJR, Seattle. Jean Wylie, formerly of KMO, Tacoma, has joined the KOMO-KJR staff and Marilyn Boles has been appointed to the publicity department.

T. O. WHITE, former advertising manager of Loveman, Joseph & Loeb, Birmingham, has joined WSGN, that city, as production and promotion manager.

KEN KENYON, formerly announcer for the *Singin' Sam* programs from WLW, has joined the staff of KANS, Wichita, Kan. KANS has also added to its staff Virgil Bingham and Harry Wells, singing team formerly with WHB, Kansas City.

JOSEPHINE CURRIER, secretary to E. H. Gager, plant manager of KYW, was married May 6 to Russel Walker, former KYW announcer and now employed on the staff of the *New York World Telegram*. She has resigned from KYW. A. George Young, Temple University graduate, has filled the vacancy.

ARTHUR S. FELDMAN, announcer of WBZ, Boston has been appointed manager of special event programs originating at WBZ and WBZA.

MARGARET HANLEY, a member of the program staff of WIP, Philadelphia, for the last five years, resigned May 1. Replacing her is Miss Betty Shaffer, former receptionist to WIP's president, Benedict Gimbel Jr. Marian Black also has joined the program staff.

LYNN WILLIS, announcer at WIP, Philadelphia, for the last six years, has resigned to take a similar berth at KYW, Philadelphia. Don Martin also has resigned, with Kenneth Miller, formerly of WRAW, Reading, taking his place.

DICK WYNNE, formerly with KYA, San Francisco, has joined the announcing and producing staff of KJBS, San Francisco.

VANN CONNORS, formerly with KFBK, Sacramento, has been added to the announcing and producing staff of KJBS, San Francisco.

GEORGE A. ANSBRO, NBC announcer in New York, has become engaged to be married to Miss Marie deChantal Turecamo, of Brooklyn.

JANE BYRON, formerly with WMIN, St. Paul, has joined the staff of the new KRMC, Jamestown, N. D., in charge of women's activities.

DAVE McENRY, the *Singing Cowboy* on WQAM, Miami, has joined WPHR, Petersburg, Va., for the summer season. WQAM also announces the addition of Olga Petroff to its reception staff.

KEN WILLIAMS has joined the news staff of WCKY, Cincinnati. Frank Zwygart will broadcast WCKY sports news during the summer.

KEYES PERRIN, new announcer of WPRO, Providence, was married recently at Albany, his home town.

HORACE SHELTON, formerly of KTSA, San Antonio, and KNOX, Knoxville, has joined the announcing staff of KMAC, San Antonio.

FRANK SINGISER, news broadcaster of WOR, Newark, is the father of an 8½ lb. boy born in latter April. Also father of a new-born son is Stan Lomax, WOR sports announcer.

AUBREY E. GUY Jr., formerly of WHBQ, Memphis, has joined the announcing staff of WMC, that city, to replace Joe Duval who has entered radio dramatic work on the West Coast. Harold Russey and Eugene Grisson Jr. have also joined the announcing staff of WMC.

GILBERT FAWCETT, with KDAL, Duluth, since it began operations last November, has been promoted to program director and Sam L. Levitan has been named director of publicity and special events, according to announcements by A. H. Flaten, KDAL commercial manager.

GEORGE NEISE, formerly of WISN, Milwaukee, has been added to the announcer's staff of WJJD, Chicago. Neise is announcing the nightly *Sports Review* and *Current News* broadcasts.

HERBERT AUSTIN, announcer of KYW, Philadelphia, has announced his engagement to Miss Helen Darby of Colfax, Ind.

3RD. STATION IN THE NATION

In a recent independent postcard survey of the American Radio Audience away from urban centers—*a survey reaching 200,000 homes and involving every clear channel station in the United States* . . .

WSM Ranked Third in Popularity

Of the 32 clear channel stations which received enough votes to be considered at all . . .

WSM *Was....*

First in Tennessee
Second in Alabama
Third in Arkansas
Eighth in Illinois
Fifth in Indiana
Sixth in Iowa
Fourth in Kansas
Fourth in Kentucky
Fourth in Louisiana
Third in Maryland
Sixth in Michigan
Second in Mississippi
Third in Missouri
Third in North Carolina
Fifth in Ohio
Second in Oklahoma
Seventh in Pennsylvania
Fifth in Texas
Second in Virginia
Third in West Virginia
Sixth in Delaware
Second in Florida
Third in Georgia

WSM, *third most popular clear channel station in America,* presents the above rank in random States as a graphic illustration of *real clear channel coverage.*

Clear Channel NBC • Full Time **WSM** The Air Castle of the South

50,000 WATTS

National Representatives: EDWARD PETRY & CO., INC.

Owned and Operated by

THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY, INC., NASHVILLE, TENN.

WELCOME

TO THE MOST INTERESTING HOTEL IN AMERICA!

Convention of the

NATIONAL ASSOCIATION of BROADCASTERS

June 20-23, 1937

AIRPORT ROOM
A room with a distinctive masculine atmosphere where meetings and parties may be held for groups of from fifteen up to two score.

No Finer Place in all Chicago for Business Entertainment—Conventions—Sales Meetings

No hotel in Chicago offers as many or as unique a panorama of interesting entertainment rooms as does Hotel Sherman. More than a score of rooms of various sizes accommodating up to 2500 persons. Whatever the occasion—from an intimate gathering of a few principals to an elaborate get-together of the sales force from all parts of the country, you will find Hotel Sherman facilities best adapted to your needs.

OLD TOWN ROOM
One of Chicago's favorite rendezvous at the Cocktail hour and through the evening. Available for special events. Accommodates five hundred.

Our Experienced Staff will Offer Helpful Suggestions

Every member of the Sherman staff is an expert in entertainment. Practically every room in Hotel Sherman is available for special events. The magnificent Grand Ballroom, the Louis XVI Room, the Gray Room, and a number of other rooms, including the interesting Old Town Room and the unique Bal Tabarin, can be used on almost any night. Rates and full details on request.

BAL TABARIN
Literally painted with light by Thomas Wilfred Color Organ. Unusual effects possible, including the picturing of products in light. Accommodates five hundred.

HOTEL SHERMAN

HOME OF THE COLLEGE INN

CHICAGO

WILLIAM J. (Bill) MURPHY, on May 3 was appointed assistant continuity editor at NBC-Chicago, succeeding Ken Robinson. Robinson was made continuity editor when Larry Holcomb resigned to become radio director of Fletcher & Ellis agency, New York. An NBC author since 1933, Mr. Murphy has authored *Your Health*, *Flying Time* and *Young Hickory*, the latter show starting under the sponsorship of Procter & Gamble (Drene) over WMAQ May 10.

JULIAN BENTLEY, WLS news editor, was featured speaker at the Sigma Delta Chi (professional journalistic fraternity) luncheon in Chicago, May 6. He discussed the technique of radio news writing versus newspaper writing and the different problems involved in the two media.

MYRNA BAY, who has been music librarian of NBC in Hollywood for two years, is taking a month's vacation in May to check the methods of fellow NBC librarians in San Francisco and New York.

AUGUST RICHARD MAEKELBERGHE, noted Belgian organist and composer, has joined the staff of WWJ, Detroit.

MARTHA NICHOLS has been named publicity director of WDZ, Tuscola, Ill.

FORREST BARNES, KFI, Los Angeles, continuity writer, has written an operetta *The Maker of Songs*, based on the life of Stephen Collins Foster, known as the American troubadour, which will be presented in Hollywood by the Le Conte Troubadours, in June.

DOUGLAS EVANS, announcer of KFI, Los Angeles, has been assigned a part by Republic Productions Inc., in the film *This Business of Love*.

GEORGE HARTRICK, announcer of WTAM, Cleveland, is recovering from a fall down an elevator shaft, suffering a badly injured knee.

Spring at WIP

SPRING is in the air, resulting in an "epidemic" of coming marriages at WIP, Philadelphia. Production Director Edward Wallace will marry Miss Gwen Ross of Grand Island, Neb., June 21, Staff Announcer Don Martin will be married to Miss Margaret Lockhart, June 26, WIP Night Supervisor John Facenda will marry Miss Dorothy Hunger, Sept. 2, Miss Betty Shaffer, receptionist to WIP's President, Benedict Gimbel Jr., will be married to Richard Bechtel, Nov. 16.

RECENT additions to the list of talent managed by Columbia Artists Inc., include: Johnny Russell, radio and night club singer currently heard as soloist on the *Bill Wright, Vice-President* Thursday afternoon series; Bob Gibson, baritone, who started his radio career as an usher in Columbia Playhouse No. 3 in New York; Carl Carmer, author of several best-sellers, who will write and act in *Your Neck of the Woods* beginning May 31; Raymond Scott, music writer and conductor; and Dr. Harry Hagen, radio spelling bee master.

BILL DYE, who has just returned from Hollywood, is handling an amateur program over WJW, Akron, for Interstate Advertising Agency. He replaces Bill Kirkendale, who has been made production manager of WCPO, Cincinnati.

RUSSELL HIRSCH has been promoted to program director and chief announcer of WCOA, Pensacola, Fla. and Jack Shipley has joined the WCOA announcing staff.

MISSED— Franklin (Whitey) Lewis, new sports announcer of WGAR, Cleveland, fanned the air on one of Bob Feller's hard ones just before a Cleveland Indian game, and then aired the game for the fans. Lewis, former professional baseball player, has succeeded Bob Evans on the WGAR staff, Evans having joined the Mansfield team of the Ohio State League as business manager. Lewis is the only Cleveland sports announcer admitted to the playing field and allowed to work out with the team. He was formerly a sports writer on the *Cleveland Press*.

HAROLD MOORE has been appointed San Francisco head of the Thomas Lee Artists Service, replacing Wilt Gunzendorfer, who has been transferred to the Los Angeles head office.

J. WOODROW MAGNUSON, formerly assistant professor in speech department, director of broadcasting activities and manager of the school choir at Augustana college, Rock Island, Ill., has joined the announcing staff of WHBF, Rock Island.

BOB CASTLE, formerly with KFBI, Salina, Kan., has joined the announcing staff of KPDN, Pampa, Tex. Monte Rosenwald, KPDN announcer, has been promoted to production manager, succeeding Mel Marshall, who has gone to KGGM, Albuquerque, N. M. Prior to joining KPDN Rosenwald was with KGNC, Amarillo, and KOB, Albuquerque.

JOSE GALLARDO, commentator on Spanish news for WCSC, Charleston, S. C., leaves June 1 to become Commissioner of Education of Puerto Rico.

PAUL HAMMAN, formerly with the *Omaha Bee-News*, has joined Central States Broadcasting System as merchandising manager in Omaha.

HENRIETTA BROWN, of the WBBM program department, and Clifford Whitver, of Chicago, were married at Lincoln, Ill., May 6.

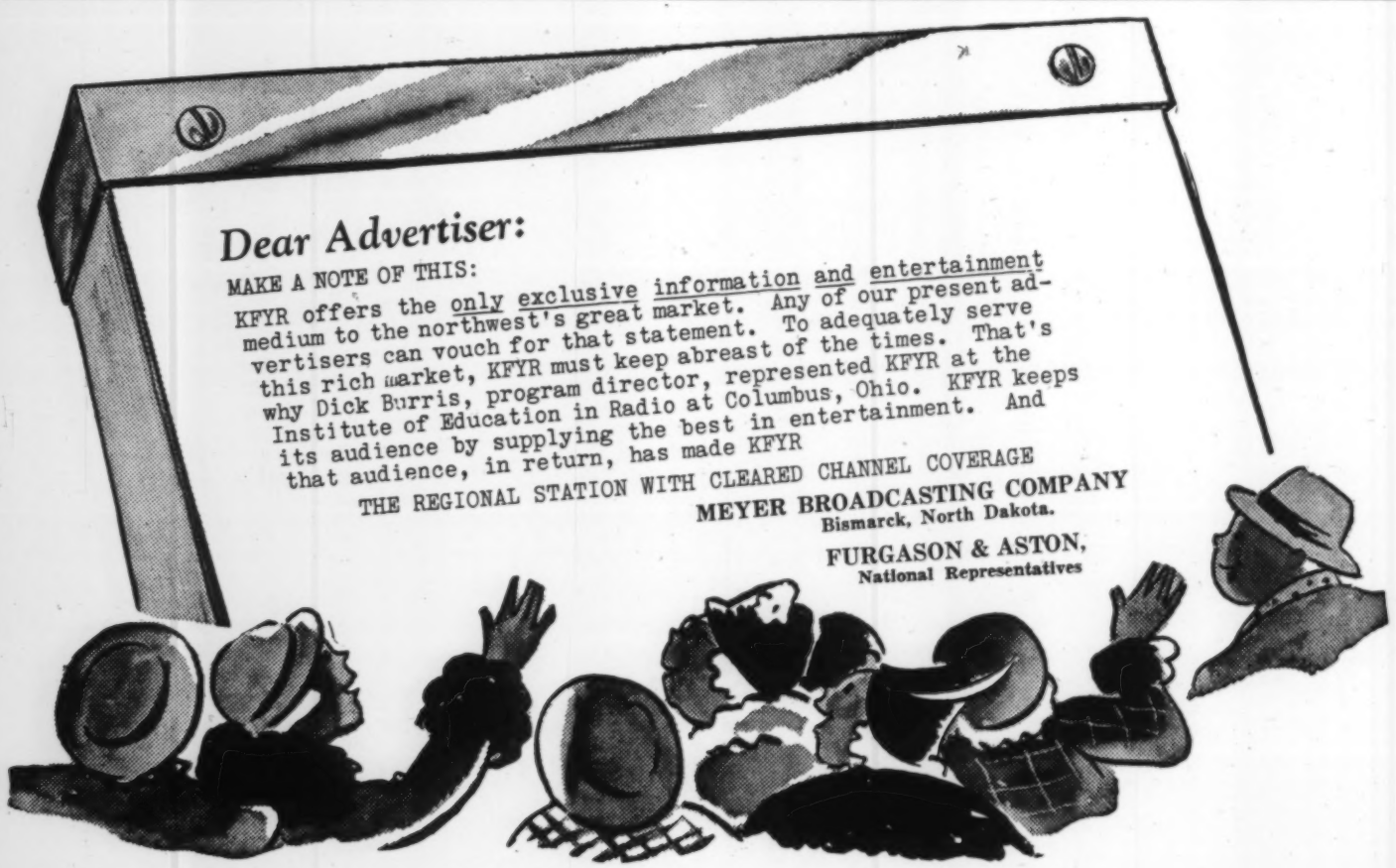
JOHN OLSON, who several times has won the *Milwaukee Journal's* announcer poll for his work on WTMJ, has resigned to free lance.

BERT CAIRNS, former production chief of CJCA, Edmonton, Alta., is to be married May 15 to Mary Cadzow, continuity editor of CFAC, Calgary. Following a reception, they will leave for Toronto where Mr. Cairns will be publicity director for United Broadcast Sales, representing CFAC, CJCA, CJOC and the Foothills Network comprising CJAT, CKX and CKY.

EDWIN OTIS, former program director of WHDH, Boston, has joined the announcing staff of WNAC, that city.

HERBERT H. PLAMBECK, farm editor of WHO, Des Moines, recently announced his engagement to Miss Frances Hahn of Davenport.

TURRELL ULEMAN, formerly assistant director of broadcasting under Prof. Waldo Abbot of the University of Michigan, has resigned to become affiliated with the Mellon Institute of Industrial Research in Pittsburgh.


Dear Advertiser:
MAKE A NOTE OF THIS:
KFYR offers the only exclusive information and entertainment medium to the northwest's great market. Any of our present advertisers can vouch for that statement. To adequately serve this rich market, KFYR must keep abreast of the times. That's why Dick Burris, program director, represented KFYR at the Institute of Education in Radio at Columbus, Ohio. KFYR keeps its audience by supplying the best in entertainment. And that audience, in return, has made KFYR
THE REGIONAL STATION WITH CLEARED CHANNEL COVERAGE
MEYER BROADCASTING COMPANY
Bismarck, North Dakota.
FURGASON & ASTON,
National Representatives

A hundred years ago the first entertainment in the settlement of "Cleaveland" consisted of a one man orchestra who played dance tunes for the handful of pioneers who met in a rude log tavern.

If the "March of Time" program (WHK carries it in Cleveland) were to dramatize Cleveland's growth over a century the script might well include the 1937 Great Lakes Exposition to be held here May 29th to September 6th.

The exposition is well worth visiting and when you come, plan to pay us a visit. We're in the Terminal Tower, just a stone's throw from the gates. WHK is Cleveland's pioneer station but the crude equipment and cramped quarters of the early days were scrapped many years ago to make way for roomy, up to date facilities.

"Time Marches On" . . . and the policies which helped WHK grow are being applied to the other stations of the United Broadcasting Company to the end that they are serving their territories as adequately as their parent station.

"United for Service"

WHK - WJAY
CLEVELAND

C. A. McLaughlin, Sales Mgr.
J. T. Vorpe, Production Manager

UNITED
BROADCASTING
COMPANY
H. K. CARPENTER
Vice President

WHKC Columbus
WKBN Youngstown

C. M. Everson, Gen. Mgr.
H. H. Hoessly, Sales Mgr.

W. P. Williamson, Pres. & Gen. Mgr.
E. E. Evans, Sales Mgr.

FREE & PETERS, Inc.
National Representatives—New York - Chicago - Detroit

WILT GUNZENDORFER, manager of the Thomas Lee Artists Service, San Francisco, has been transferred to the Hollywood headquarters as assistant to Robert Braun, manager. Harold (Dinty) Moore succeeds Gunzendorfer in San Francisco. Thomas Lee Artists Service, affiliated with the Don Lee and Mutual Broadcasting Systems, early in May moved offices from the Don Lee Bldg., Los Angeles to the Equitable Bldg., Hollywood.

LEW TEEGARDEN has been made chief announcer of KEHE, Los Angeles, succeeding Mel Roach who has been promoted to director of special events. Robert Paulson, new to radio, has been added to the announcing staff.

W. GORDON SWAN, traffic manager of WBZ-WBZA, Boston-Springfield, has been elected a member of the town meeting of Milton, Mass.

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

Complete intensified coverage of major Connecticut market . . . where people HAVE money and, what's more, where they SPEND it!

Basic Network Station of the Columbia Broadcasting System

JAMES BANNON, formerly of KMOX and KSD, St. Louis, has joined KXBY, Kansas City, in charge of news and special events and will conduct KXBY's nightly remote interviews from the local Union Station as well as assist Walt Lochman with sportscasts.

JANE COYLE, former secretary to H. R. (Hal) Makelim when he was with WIRE, Indianapolis, has joined the staff of KXBY, Kansas City, as secretary to Mr. Makelim, now manager of KXBY.

HELEN GRAY, formerly in charge of special events at KYW, Philadelphia, has started a program series on WHN, New York, giving a philosophical view of world events. Series is broadcast two afternoons weekly.

JOSEPH PARKER, formerly production manager of KGFJ, Los Angeles, has joined the Hollywood NBC announcing staff.

JOE MICCICHE, civic announcer and publicity director of KRKD, Los Angeles, announced his engagement to Josephine Gonzales, that city, May 8.

WILLIAM NEVILLE, formerly with the Iowa Broadcasting System, has joined the announcing staff of KXA, Seattle. Howard Edelson is working with Jackson Latham, KXA chief announcer, handling the University of Washington baseball games sponsored by Associated Oil Co.

RAY MONDAY, formerly chief announcer of KPDN, Pampa, Tex., has joined the staff of KGGM, Albuquerque, N. M.

WALLACE R. McLAIN has been promoted to production manager of KIEV, Glendale, Cal., to succeed Hal Horton who has resigned to free lance.

JOHN DONOHUE, formerly with KNX-CBS Hollywood, has been added to the KYA, San Francisco, sales staff.

INFORMALITY—That leads their listeners to suspect they are in love is the atmosphere surrounding the ad lib quibbling of Ruth Moss, Yankee and Colonial network script writer and announcer and Bernard Garland, Yankee and Colonial network announcer, in their highly popular two-hour variety show on WAAB, Boston, titled *Morning Carnival*. Show is a participating commercial which, in addition to the colloquy between Moss and Garland, includes transcribed music, beauty talks, interviews, news and Hollywood gossip.

JACK ZUIDEVELD, formerly in charge of the Muskegon Junior College programs, has joined the announcing staff of WKBZ, Muskegon, Mich. Elsie Buttrick who conducts the *Morning Shopper* program on WKBZ has been confined to her home with a throat infection for a week.

GUY CRECELIUS, staff announcer of WEOA, Evansville, Ind., was engaged as special announcer May 7 for the big broadcast of the opening of the new plant of the Sunbeam Electric Mfg. Co. (Coldspot refrigerators).

WALTER WHITE, formerly on the announcing staff of KSFO, San Francisco, and more recently with Morgan Recording Co., that city, has joined KFWB, Hollywood, as announcer.

GENE TABOR, believed to be the only native Icelander in radio in the San Francisco area, has joined the KYA announcing staff. Tabor has had a wide experience on the Pacific Coast, having been associated with KGW, Portland, KFJI, Klamath Falls, Ore., KNX, Hollywood, and KMTR, Los Angeles.

GEORGE TOLIN, formerly with KGGC, San Francisco, has joined the announcing staff of KYA, San Francisco.

MAURICE BARRETT, formerly on the production staff of WHN, New York, has joined the personal staff of Mrs. Ida Bailey Allen, domestic science expert whose *Home-Makers Theatre of the Air* is broadcast for an hour five mornings weekly on WHN.

WARREN CHAMPLIN, formerly of WEW, St. Louis, has joined the announcing staff of WTMV, E. St. Louis. Fred Moegle has been named chief announcer of WTMV and Alex Buchan will air the man-in-street programs.

Where the business of Broadcasting is done in a business like manner.

1000 watts **KGVO** Missoula, Montana

1260 kc.

Columbia Broadcasting System Affiliate

HAROLD SPARKS has been named sports commentator of KFXR, Oklahoma City, to replace Dutch Smith. Norman Rogers has been made a full time announcer in charge of KFXR morning programs.

LEONARD HIGGENS, morning news reporter of KVI, Tacoma, is a lieutenant on duty during the encampment of the Third Division, U. S. Army, at Ft. Lewis.

RUBEN GAINES, formerly business manager of the Tacoma Philharmonic Orchestra, has joined the staff of KVI, Tacoma, as announcer and music director. Dorothy Ann Simpson has been appointed secretary and receptionist of KVI.

HARRY CANSDALE, Chicago radio actor, is now with WLW, Cincinnati, where he is taking the male lead in *The Mad Hatterfields*, Transamerican production.

JACK HOLDEN, Chicago free-lance announcer, has made a war movie short titled *Lest We Forget* with Joe Kelly, WLS announcer, and Al Rule, production man.

HAROLD CeBAUER, formerly of KORE, Eugene, Ore., has joined the announcing staff of KOMO-KJR, Seattle.

ED TURNER, continuity writer, and Woodruff Bryne, announcer, were both out with measles at WNOX, Knoxville, early in May. Turner was also operated on for an eye infection.

GEORGE McMURRAY, formerly of the *Marion Star*, has been added to the night staff of the CBS press department. Hal Davis has also joined the CBS press night staff, replacing Norman Meekins, resigned.

Musicians Union Limits National Network Shows

RESTRICTIONS covering radio employment by members of Los Angeles Local 47, American Federation of Musicians, which will limit the number of transcontinental broadcasts participated in by musicians in any one week, go into effect May 30. Measure, adopted at a general membership meeting April 26 and later approved by the board of directors, will increase employment approximately 10%; more evenly distribute broadcasting engagements and prevent favoritism, it was pointed out by George Teasdale, business representative of the union.

New legislation sets up specific maximums on individual earnings for the first time in Southern California radio. It rules that musicians on station staffs may work only one transcontinental commercial program of one hour or two half-hours per week. These not employed on staff are permitted two-and-a-half hours a week or four half-hours on transcontinental commercial programs per week. Musicians earning $35 a week or more are allowed one hour on transcontinental commercial programs. Those earning less than $35 weekly are entitled to a full hour, plus a half-hour, or two half-hour transcontinental commercials.

STAFF members of KSO-KRNT, Des Moines, who have been conducting classes at the school of radio of Drake U to explain the practical phases of radio, include Lansing Benet, assistant program director, Marvin Meyers, engineer and Gwen McCleary, Ed Lineham, May Floyd Sinex, Esther Sipling and Dave Nowinson of the continuity department.

Mertens and Price Inc.

Announce

EASTERN SALES AND SERVICE

Now under personal direction of

RALPH ROGERS

President, Associated Radio Writers, Incorporated

HEADQUARTERS

NEW YORK

RADIO & FILM METHODS CORP.

101 Park Avenue, New York City

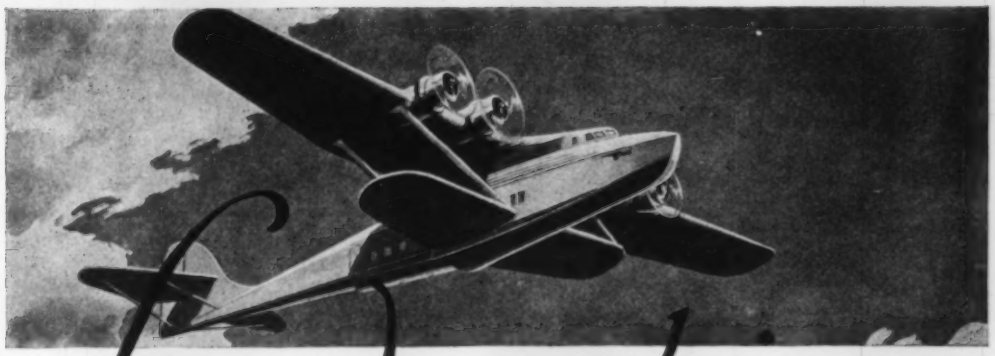
BOSTON

ASSOCIATED RADIO WRITERS, INC.

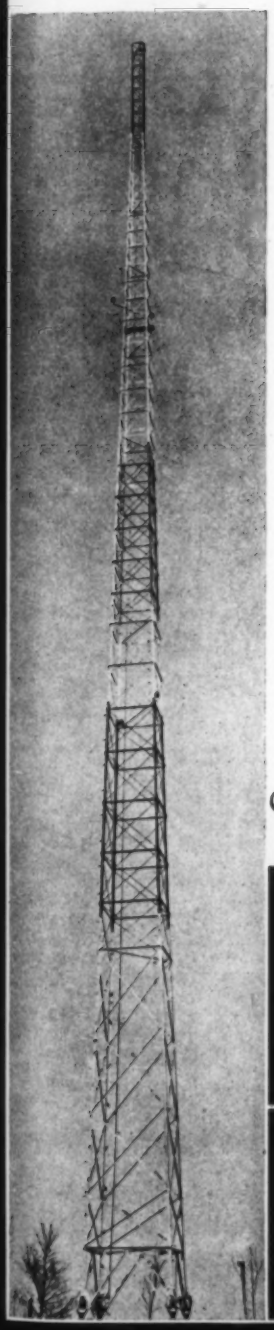
137 Newbury Street, Boston, Mass.

MERTENS AND PRICE, INC.

1240 South Main Street, Los Angeles, Cal.



Leadership



From the very beginning, Blaw-Knox Antennas have been intimately associated with the growth of Radio.

The first Vertical Radiator was a Blaw-Knox development.

The most advanced designs in up-to-date Radiator construction contributing to present broadcasting efficiency are concededly Blaw-Knox.

BLAW-KNOX COMPANY

2038 FARMERS BANK BLDG., PITTSBURGH, PA.

IF YOU PLAN TO INCREASE THE EFFICIENCY OF YOUR ANTENNAE IT WILL PAY YOU TO CONSULT BLAW-KNOX

BLAW-KNOX VERTICAL RADIATORS

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KYA, San Francisco

Electric Appliance Soc. of Cal., San Francisco, 5 weekly *sa*, direct.
General Mills Inc., San Francisco (Wheaties), 5 weekly *sp*, thru Westco Adv. Agency, San Francisco.
Golden Age Corp., New York (noodles), 6 weekly *sa*, thru Gotham Adv. Co., N. Y.
Halco Institute, Oakland (liquor cure), 3 weekly *t*, thru Allied Advertising, Oakland.
Unity School of Christianity, Kansas City, 6 weekly *sp*, direct.
Zerbst Pharmacal Co., St. Joseph, Mo. (cold capsules), 6 weekly *sa*, thru Barrons Adv. Agency, St. Louis.
H. Sutliff Tobacco Co., San Francisco (Heine's blend pipe tobacco), 2 weekly *sp*, thru D'Evelyn & Wadsworth, San Francisco (correction.)

WNAC, Boston

Schutter-Johnson Candy Co., Chicago (Old Nick candy bar), 30 *sa*, direct.
Gantner & Mattern Co., San Francisco (Gantner swim suits), *sa*, thru Emil Brisacher & Staff, San Francisco.
Procter & Gamble, Co., Cincinnati, (Crisco), 69 *sa*, thru Compton Adv. Inc., New York.
Gardner Nursery Co., Osage, Iowa (trees, plants), *t*, thru Northwestern Advertising Co., Seattle, Washington.
Coca Cola Co., Atlanta, 130 *t*, thru D'Arcy Adv. Co. Inc., St. Louis.
Northeastern Radio Inc., Boston (radio service), *sa*, thru Harry M. Frost Co. Inc., Boston.
Nantasket-Boston Steamboat Co., Boston (excursion steamers), two series *sa*, direct.

WBBM, Chicago

Longines-Wittnauer Co., N. Y. (Longines watches), 3 weekly *sp*, thru Arthur Rosenberg Co., N. Y.
Procter & Gamble Co., Cincinnati (Crisco), 6 weekly *ta*, thru Compton Advertising Inc., N. Y.
Kraft-Phenix Cheese Corp., Chicago (Kraftone), 3 weekly *sp*, thru J. Walter Thompson Co., Chicago.
Lucky Tiger Mfg. Co., Kansas City (hair tonic, shampoo), weekly *t*, thru Midland Advertising Agency, Kansas City, Mo.

WOAI, San Antonio

Gulf Oil Corp., Pittsburgh, 2 weekly *sp*, thru Young & Rubicam Inc., N. Y.
Petrotex Chemical Co., Gladewater, Tex. (Ranger insecticide), 3 weekly *sa*, direct.
Street & Smith, New York (magazines), 3 weekly *sa*, direct.
Lever Bros. Co., Cambridge (Spry), 4 weekly *sa*, thru Ruthrauff & Ryan Inc., N. Y.

WMCA, New York

United Drug Co., Boston (Rexall products), 5 *t*, thru Street & Finney Inc., N. Y.
College Inn Food Products Co., Chicago (tomato juice cocktail), 35 *sa*, direct.
Hecker H-O Co., New York (Force cereal), 12 *sa*, thru Erwin, Wasey & Co. Inc., N. Y.

KWOS, Jefferson City, Mo.

Rollins Hosiery Mills Inc., Des Moines, daily *sa*, direct.
Pepsi-Cola Co., Long Island City (beverage), 100 *sa*, thru local dealer.

KSTP, St. Paul

Moorman Mfg. Co., Quincy, Ill. (poultry feed), daily *sa*, direct.
Rumford Chemical Co., Providence (baking powder), 12 weekly *sa*, thru Atherton & Currier Inc., N. Y.
Associated Distributors Inc., Chicago, 2 daily *sa*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Campbell Cereal Co., Minneapolis (Malt-O-Meal), 3 weekly *sa*, thru Mitchell-Faust Adv. Co., Chicago.
Lindsay Ripe Olive Co., Lindsay, Cal., *sa*, thru Lord & Thomas, San Francisco.
Theo. Hamm Brewing Co., St. Paul, 6 weekly *sp*, thru McCord Co., Minneapolis.

WHN, New York

Hecker Products Corp., New York (Gold Dust, Silver Dust, etc.), 3 weekly *sp*, thru BBDO, N. Y.
Chef Boiardi Food Products Co., Cleveland (Spaghetee dinner), 5 *sp*, thru Frank Presbrey Co., Chicago.
Grennan Bakeries Inc., Chicago (cakes), 6 weekly *sp*, thru Hanff-Metzger Inc., Chicago.
Peter Doelger Brewing Corp., New York (First Prize Beer), 3 weekly *sp*, thru Staples & Staples Inc., N. Y.
I. J. Fox Inc., New York (furs), 36 weekly *sa*, thru Schillin Adv. Corp., N. Y.

KFI, Los Angeles

Lewis-Howe Co., St. Louis (Tums) 9 weekly *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Lewis-Howe Co., St. Louis (Tums) 2 weekly *t*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
General Foods Corp., New York (Certo) 60 *ta*, thru Benton & Bowles Inc., N. Y.
Goodall Worsted Co., Sanford, Me. (Palm Beach Clothes) 6 weekly *sa*, thru Lawrence C. Gumbinner Adv. Agency, N. Y.
Loma Linda Food Co. Inc., Loma Linda, Cal., (health foods), weekly *sp*, thru Lisle Sheldon Radio Advertising, Los Angeles.

WJAY, Cleveland

Standard Oil Co. of Ohio, Cleveland, 46 *sa*, thru McCann-Erickson Inc., Cleveland.
Royal Lace Paper Works Inc., Brooklyn (doilies), 3 weekly *t*, thru Lawrence C. Gumbinner Adv. Agency, N. Y.
Vick Chemical Co., New York (proprietary), 6 weekly *sa*, thru Morse International Inc., N. Y.
Graham-Paige Motors Corp., Detroit (autos), 3 weekly *sa*, thru U. S. Adv. Corp., Toledo.
Unity School of Christianity, Kansas City, 6 weekly *sp*, direct.

WIP, Philadelphia

Christian Science Publishing Society, Boston (religious), 56 weekly *sa*, direct.
Philco Radio & Television Corp., Philadelphia, 224 *sa*, thru Julian G. Pollock Inc., Philadelphia.
E. P. Reed & Co., Rochester, N. Y. (shoes), 10 *t*, thru Geyer, Cornell & Newell Inc., New York.
Peter Paul Inc., Naugatuck, Conn. (Mounds, Dreams candy), weekly *t*, thru Platt-Forbes Inc., N. Y.
American Writing Machine Co., New York (typewriters), 6 weekly *sa*, thru J. M. Korn Co., Philadelphia.

WDRC, Hartford

Larus Bros. Co., Richmond (Edge-Worth tobacco), 13 *t*, thru Marschalk & Pratt Inc., N. Y.
Nehi Inc., Columbus, Ga. (beverages), 13 *t*, thru James A. Greene & Co., Atlanta.
Stickney & Poor, Boston (spices), 26 *t*, thru Badger & Browning Inc., Boston.

WICC, Bridgeport

Billings-Chapin Co., Cleveland (paint), *sa* for 8 weeks, thru Wm. Ganson Rose Inc., Chicago.
Plough Inc., Memphis (proprietary), *sa*, thru Lake-Spiro-Cohn Inc., Memphis.
Keystone Macaroni Mfg. Co., Lebanon, Pa., 156 *sa*, thru Aitken-Kynett Co., Philadelphia.

New York American

"Don't scold him again, maestro—he's the sponsor!"

WBZ-WBZA, Boston-Springfield

Massachusetts Savings Bank Life Insurance Co., Boston, 39 *sa*, thru A. W. Ellis Co., Boston.
E. I. du Pont de Nemours & Co., Wilmington, Del. (Paint), 26 *t*, thru BBDO, New York.
D'Orlando & Co. Inc., Boston (Ruth Hawthorne candies), 306 *t*, thru Harold F. Lewis Advertising Service, Boston.
Massachusetts Cooperative League, Boston, 30 *sa*, thru Advertising Management Associates, Boston.
Walker-Gordon Laboratory Co., Plainsboro, N. J., (milk), 16 *sa*, thru Young & Rubicam Inc., N. Y.
Fisk Tire Co. Inc., Chicopee Falls, Mass. (Fisk tires), 156 *sp*, thru Chambers & Wiswell Inc., Boston.
Chevrolet Motor Co., Detroit, 26 *ta*, thru Campbell-Ewald Co. Inc., Detroit.
Sun-Rayed Co,. Frankfurt, Ind. (tomato juice), 6 *sa*, thru Chambers & Wiswell Inc., Boston.
Graham Paige Motors Corp., Detroit, 26 *sa*, thru U. S. Adv. Corp., Toledo.
General Foods Sales Co. Inc., New York, 52 *ta*, thru Benton & Bowles Inc., N. Y.
Refrigeration and Air Conditioning Institute, Chicago, 5 *sp*, thru Critchfield & Co., Chicago.
Louden Packing Co., Terre Haute, Ind. (Doggie Dinner), 26 *t*, thru Matteson-Fogarty-Jordan Co., Inc., Chicago.
Bulova Watch Co., 364 *sa*, thru Biow Co. Inc., N. Y.

WICC, Bridgeport, Conn.

William Scull Co., Boston (Bosco malted milk), 39 *sa*, direct.
Bond Stores, New York (clothing), 3 weekly *sp*, thru Zinn & Meyer Inc., N. Y.
Procter & Gamble Co., Cincinnati (Crisco), 47 *ta*, Compton Adv. Inc., N. Y.
Mesek Steamboat Corp., New York (boat service), 30 *sa*, direct.
Rodney Clothes Co., New York (men's clothing), 68 *sa*, Advertising Trade Service Inc., N. Y.
Seiberling Rubber Co., Akron (auto tires), 16 *ta*, direct.
Saltesea Packing Co., Providence, R. I. (clam chowder), 28 *sa*, direct.
United Drug Co., Boston (Rexall products), 5 *ta*, direct.
United Men's Shops Inc., Bridgeport, 96 *sa*, direct.
Bond Stores Inc., Bridgeport, 260 *sp*, thru Zinn & Meyer, N. Y.

KFYO, Lubbock, Tex.

Texas Pacific Coal & Oil Co., Fort Worth (gasoline), *sp*, thru Albert Evans Inc., Fort Worth.
Duncan Coffee Co., Houston (Admiration coffee), 52 *t*, thru Steele Adv. Agency Inc., Houston.
Mother's Home Life Magazine, Chicago, 6 weekly *sa*, thru Albert Kircher Co., Chicago.
Dempster Mill Mfg. Co., Beatrice, Neb. (windmills), 3 weekly *sa*, thru Potts-Turnbull Co. Inc., Kansas City.

KFRC, San Francisco

Boston Food Products Co., Boston, 104 *t*, thru Ferry-Hanly Co., N. Y.
Gragnano Products Co., San Francisco, 104 *t*, thru Emil Brisacher & Staff, San Francisco.
Lambert Pharmacal Co., St. Louis (Listerine), 30 *sa*, thru Lambert & Feasley, N. Y.

WOAI, San Antonio

South Texas Cotton Oil Co., Houston (Crustene), 3 weekly *sp*, thru Franke-Wilkinson-Schiwetz Inc., Houston.
Procter & Gamble Co., Cincinnati (Dreft), 5 weekly *t*, thru Compton Adv. Inc., N. Y.

KPO, San Francisco

Lewis-Howe Co., St. Louis (Tums), 6 *sp*, thru H. W. Kastor & Sons Adv. Co., Inc., Chicago.

Attitude of NAB on Radio Research To Be Decided at May 18 Conference

THE future of NAB cooperation in the tri-industry effort to create a cooperative radio research bureau will be determined at meetings of NAB research and commercial committee heads at the Sherman Hotel, Chicago, May 18-19, according to announcement May 12 at NAB headquarters.

James W. Baldwin, NAB managing director, while not commenting on their scope, said the meetings have been called preparatory to the June 20-23 NAB convention to decide what position the trade association will take in functions of the Joint Committee on Radio Research, comprising five members each from the NAB, Association of National Advertisers and American Association of Advertising Agencies. Functioning for the last two years, the Joint Committee has been attempting to evolve means of establishing for radio the counterpart of the Audit Bureau of Circulations in the publications field. Its 1936 census of radio sets by counties has been the only tangible job produced.

The conflict grows out of procedure and method, insofar as the NAB is concerned. The NAB committee, headed by Arthur Church, president of KMBC, Kansas City, has been opposed to propositions of the Joint Committee for listener and rural surveys. Network members of the NAB group, H. K. Boice, CBS vice-president, and Roy Witmer, NBC vice-president, however, are understood to be favorable to the ANA-AAAA attitude despite opposition of a majority of the committee. Other members for the NAB are Mr. Baldwin, and J. O. Maland, vice-president of WHO, Des Moines.

Should a breach result because of the NAB attitude it is confidently expected that the work of standardizing station coverage and rate data will be undertaken by the Advertising Research Foundation of the ANA. Before the creation of the Joint Committee two years ago, the ANA wanted to take over this function.

Course to Be Decided

The Radio Research Committee of the NAB will decide upon its course of procedure May 18. On the following day, chairmen of the five divisions will meet to pass upon the Research Committee's conclusions and recommendations. H. K. Carpenter, WHK, Cleveland, is chairman of the Commercial Section. Other chairmen are John J. Gillin Jr., WOW, Omaha, Committee on Radio Promotion; John F. Patt, WGAR, Cleveland, Committee on National Sales, and Martin B. Campbell, WFAA, Dallas, Committee on Standardization of Sales Forms.

J. Buryl Lottridge, recently resigned as sales manager of KOIL-KFAB, Omaha, has been chairman of the Sales Managers' Division. With his departure from the station, he has forfeited that post and it is expected that L. H. Avery, sales manager of WGR-WKBW, Buffalo, will be named acting head.

The Joint Committee has been functioning with funds supplied by NBC and CBS, which contributed $20,000 and $10,000 respectively. The NAB, at its last convention, authorized a contribution of $10,000 by the trade association but this has not been paid and some controversy is understood to have developed over it.

The present conflict has developed over the recommendations by the technical subcommittee of the joint group for a rural survey to cover the number and distribution of sets and the broad phase of listening habits, which would be paid for by NBC and CBS. The suggestion was that the calls be more or less distributed around some midwestern city, like Kansas City, so that a supplementary study of station coverage in that area could be made at the Joint Committee's expense as a test of methods. Bids were asked from various survey groups.

Some misunderstanding apparentlv developed over this because the president called for votes on the Kansas City study from the 15 members of the Joint Committee. Mr. Church objected to having Kansas City used as a test since this might be misunderstood because of his association with the Joint Committee and the fact his station is located in that market.

As things stand now, indications are that there will not be a Joint Committee meeting until completion of current studies conducted in New England since January on the number and distribution of sets and on listening habits. These are far from complete at this time.

Because of the demand said to exist among ANA and AAAA groups for a method of measuring station coverage, the view is widely prevalent that if the NAB decides to withdraw, the other two groups will work out some basis of their own for audience surveys and be in the position of prevailing upon stations to subscribe to such a service just as the newspapers subscribe to Audit Bureau of Circulations service.

Announcing

WJTN

JAMESTOWN, N.Y.

joins

NBC

BLUE

Network

New Plant - New Power

● **A SUBSTANTIAL INCREASE IN BOTH LOCAL AND NATIONAL ADVERTISING on**

WTCN

in Each of the First 4 Months of 1937 Over the Corresponding Months of 1936 is Positive Proof that advertisers are recognizing the added effectiveness and greater profits in Presenting Their Sales Messages to the Twin Cities' Market (10th Largest in the United States) over

WTCN

MINNEAPOLIS ST PAUL

NBC BLUE NETWORK STATION

Owned and Operated by the

MINNEAPOLIS TRIBUNE and ST. PAUL DISPATCH-PIONEER PRESS

With Over 300,000 Circulation Both Daily and Sunday

FREE & PETERS, INC., National Representatives

DURING THE FIRST QUARTER OF 1937

LOUISVILLE HOME BUILDING INCREASED 20%

★

Louisville is enjoying one of the greatest waves of prosperity in its history. . . . Home construction increased 20% over the first quarter of 1936 and general construction permits issued during March gained 53% over the same month a year ago. . . . Employment is 20% to 30% above last year, bank deposits stand at a new all-time high and retail sales are breaking records in many stores. . . . Increase the sale of your product in this booming market thru these effective media. . . .

WHAS

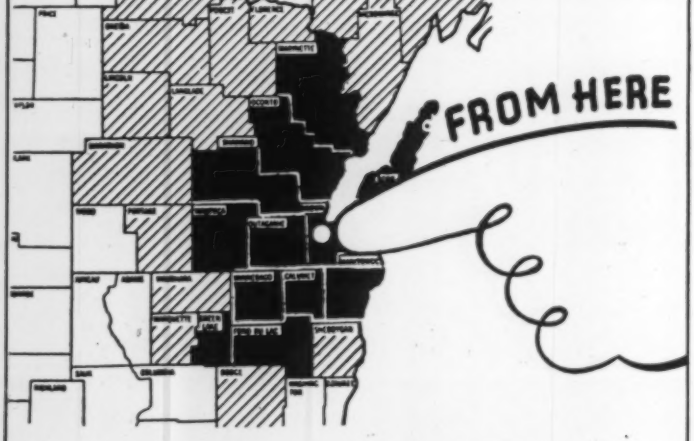
Edward Petry & Co., National Representatives

Owned and Operated by The Louisville Times Company

Publishers of

THE COURIER-JOURNAL

THE LOUISVILLE TIMES



OVER ½ MILLION PEOPLE

Now Will Really Enjoy CBS Programs

WTAQ Joined CBS
April 11, 1937

A territory not covered by other chains—but a territory whose income is the highest in Wisconsin outside of Milwaukee . . . 1000 watts unlimited time . . . Studios in Green Bay, Appleton, and Oshkosh whose programs are part of the daily lives of their listeners. Write, wire, or phone for complete data.

James A. Wagner, *Man.-Director*
Small & Brewer, National Representatives
250 Park Ave., New York City
307 No. Michigan Ave., Chicago

WTAQ
GREEN BAY • WISCONSIN

RADIO ADVERTISERS

STODEL ADVERTISING Co., Los Angeles, is itself sponsoring *Five Star Final News* on KFWB, Hollywood, daily at 6 p. m. New programs of Stodel accounts include *Musical Clock* on KEHE, Los Angeles, 6 weekly 6-8 a. m., sponsored by Globe Investment Co., that city; newscast on KMPC, Beverly Hills, sponsored by Guaranty Union Life Insurance Co., that city; and 24 hourly time signals daily on KGFJ, Los Angeles, sponsored by Mitchell Finance Corp, that city.

MADISON PERSONAL LOAN Inc., New York finance company, has contracted for five-minute participation, daily except Sunday, for 52 weeks, in the *Joymakers* program on WNEW, New York. This is in addition to the six morning and three evening quarter-hour spots during the *Make Believe Ballroom* broadcasts; announcements during these programs; the one-hour *Lend a Hand* broadcasts on Friday evenings; and the 35 announcements every two weeks on the *Milkman's Matinee;* all sponsored by Madison on WNEW. Agency is Alsop Radio Recording Inc., N. Y.

ED BURWELL has resigned from WEED, Rocky Mount, N. C., to become radio executive for Planters Cotton Oil & Fertilizer Co.

CALIFORNIA PRESERVING Co., Los Angeles, which has been using other media of advertising to call attention to its fruit pectin, jellies, jams and preserves, is now including radio, and on May 12 started a 52-weeks campaign on KMTR, Hollywood, using four spot announcements daily. Agency is W. Austin Campbell Co., Los Angeles.

SOILOFF MFG. Co., Glendale, Cal., (paint cleanser), which has never before used radio, on May 5 started a nine-week test campaign on KFI, Los Angeles, using a three-minute participation in *Ann Warner's Chats With Her Neighbors*, Wed. 10:30-11 a. m. (PST). Agency is Jefferson Kaye Wood Advertising, Los Angeles.

FOOD ADVERTISING Inc., has been appointed the agency to handle institutional advertising of the Michigan Sausage Manufacturers' Association. Radio will be used, along with other forms of advertising.

GRAHAM-PAIGE MOTORS Corp. has announced the appointment of the J. Walter Thompson Co. to handle advertising, effective with the 1938 model year. Officials state that the "largest advertising campaign in the company's history" will be presented.

HUPP MOTOR CAR Corp. has announced the appointment of Grace & Bement Inc., Detroit agency to handle advertising for its 1938 cars, which will appear late this summer after the company's absence of about 16 months from the productive field.

WIL

THE PIONEER COMMERCIAL STATION IN ST. LOUIS

More Interviews with Sports Celebrities than Any Other Station in St. Louis! . . .

THE CHICAGO CUBS, currently sponsoring programs on four Chicago stations, is probably the only baseball team in the country on the air advertising its own ball games. They are on WBBM with a 10-minute *Dugout Dope* program preceding all home games. Six weekly 60-word announcements are being used every evening at approximately 8 o'clock on WGN. When they are out of town a complete play-by-play description of the games is given over WIND from 7 to 8 with one-minute announcements being used when the Cubs are at home. Nights preceding Cubs' home games, 50 and 100-word announcements are used on WCFL. The Cubs' commercial copy stresses the fact that watching them play is not only relaxing but a healthful pastime as well since the fans can forget all their troubles at the game. The fact that the fans are out in the open while watching the games is also stressed in the commercials. Neisser-Meyerhoff Inc., Chicago, is the Cubs' agency.

ALBERS BROS. MILLING Co., Seattle, sponsors of *Good Morning Tonite*, is tying in with the Golden Gate Bridge Fiesta celebrations planned for the formal opening of the new San Francisco bridge, by broadcasting the May 25 program from the Civic Auditorium on "Radio Stars' Night". The Albers show will probably be the only commercial program emanating from the auditorium, although artists from NBC, CBS, and Mutual-Don Lee will appear for two-hour sustaining broadcasts. Erwin-Wasey & Co., San Francisco, is the agency.

NASH division of Nash-Kelvinator Corp. announces appointment of Geyer, Cornell & Newell Inc., as its advertising agency, effective with the introduction of 1938 models. Geyer, Cornell & Newell have been the agency for the Kelvinator division.

BATHASWEET Corp., New York (toilet preparation) has renewed its *Nothing But The Truth* program on WGN featuring Alexander McQeen and a piano duo, effective May 17. A change in schedule from 1:45-2:00 p. m. Tuesdays and Thursdays to 11:30-11:45 a. m., Monday, Wednesday and Friday also becomes effective at the same time. H. M. Kiesewetter Adv. Agency, Inc., N. Y., handles the Bathasweet account.

LEVINSON RADIO STORES Co., Chicago (retail radio stores), started a quarter hour program starring Jack Brooks over WGN May 7 which is broadcast every Monday, Wednesday and Friday. Levinson is also currently using WCFL, WIND, WAAF and WHFC. Schwimmer & Scott, Chicago, is the agency.

MODELL'S SPORTING GOODS Co., New York, chain of sporting goods stores in the metropolitan area, has appointed Peck Adv. Agency, New York, to handle a radio and newspaper campaign. No details of the campaign have been set.

PARAMOUNT PRODUCTIONS Inc., Hollywood, officially transferred its advertising account from Lord & Thomas to Hanff-Metzger Inc., on April 30, following a conference between Adolph Zukor, film company board chairman and A. O. Dillenbecker, agency vice-president, in that city.

WEST COAST LIFE INSURANCE Co., San Francisco, has named Izzard Co., Seattle, to handle advertising and plans use of radio in the Northwest and Alaska.

WHITTEMORE Bros., Cambridge, Mass. (shoe polish), has named P. F. O'Keefe Adv. Agency Inc., Boston, as agency.

ENGLANDER SPRING BED Co., New York, has named Oliver A. Wallace Inc., Grand Rapids, Mich., as agency.

MAX FACTOR & Co., Hollywood (cosmetics), following the success of its two previous transcription campaigns in Latin American countries, has started cutting a third quarter-hour series. They will be placed twice weekly on 50 stations in 22 Latin-American countries, the list being added to later in the fall. Recordings Inc., Hollywood, is cutting the series which is in Spanish and consists of an orchestra, guest artists, and short dramatizations of Hollywood motion picture activities. Raul Gurruchaga, who produced the previous two series, is producing the new one.

CHARLES PRITZKER, vice-president and advertising manager of Gillette Safety Razor Co., in Hollywood for more than two months in the interest of the CBS *Gillette Community Sing* program, left that city April 29 for his Boston headquarters.

GENERAL MILLS, Inc., Minneapolis, has started sponsorship of a play-by-play ticker version of the more important National League games over KMA, Shenandoah. Jerry Harrington, who formerly announced the American Association games over WCCO, Minneapolis, for General Mills is announcing the games over KMA. Knox-Reeves, Inc., Minneapolis, handles the baseball broadcasts for General Mills.

FIDELITY INSURANCE AGENCY Inc., Chicago, started a quarter-hour Sunday skow over WAAF featuring Snowball, colored singer and variety entertainer, on May 8. The insurance firm had been using recording for 13 weeks. On the same station Fidelity also began on May 5 a five-minute recorded program broadcast Monday, Wednesday and Friday evenings. Curtis C. Chapman Co., Chicago, handles the account.

FONTANA FOOD PRODUCTS Co., San Francisco (noodles and macaroni), has signed for a series of daily newscasts on KJBS, San Francisco, beginning April 26. Company has distribution in the East as well as on the Pacific Coast. Brewer-Weeks Co., San Francisco, is the agency.

OWL DRUG Co., San Francisco, went on the air at 7:15 a. m., May 5 for a one-time only broadcast of a district sales meeting. Broadcast, aimed at Owl Drug employes up and down the Coast, used NBC stations KPO, KFI, KGW, KOMO and KHQ. D'Evelyn & Wadsworth, San Francisco, is the agency.

SINGER SEWING MACHINE Co., New York, has placed its account with Young & Rubicam Inc., that city.

GRAHAM-PAIGE MOTORS Corp., Detroit, has placed its account with J. Walter Thompson Co., New York.

HUPP MOTOR CAR Corp., Detroit, has named Grace & Bement Inc., that city, as agency.

MODELL'S SPORTING GOODS Co., New York (chain sporting goods stores), has placed its account with Peck Advertising Agency Inc., that city.

DECKER, ALFRED & COHN, Chicago (men's clothing), has placed its account with Salem N. Baskin Adv. Agency, that city.

INTERNATIONAL SILVER Co., Meriden, Conn. (silverware), has named Young & Rubicam Inc., New York, as agency.

UNITED CIGAR STORES, New York, is placing its advertising through Needham & Grohmann Inc., that city.

LAVELLE Inc., Cincinnati (eye lotion), has named Merrill Adv. Co. Inc., Cincinnati, as agency.

WINS, New York, May 8 invited local candid camera fans to attend its variety show titled *Swing with Happy* and take as many pictures of the production as they liked.

Yale News Sponsor

A NEW wrinkle in news commentator sponsorship has been introduced by American Tobacco Co. for Lucky Strike. Starting May 5, Lord & Thomas, Lucky Strike agency, began placing the staff of the *Yale News*, undergraduate daily of Yale University, on WBRY, Waterbury, Conn., Mondays through Fridays at 7:10 p. m. Program is a five-minute spot designed not only for public listening but for the Yale campus audience at New Haven. If the test with college news proves satisfactory, similar programs may be used in other college towns this fall.

TRANSCRIPTIONS

TRANSCRIPTION division of Raymond R. Morgan Co., Hollywood advertising agency, has sold 39 quarter-hour episodes of *The Success Doctor*, featuring Harry H. Balkin, character analyst, to the following: Dr. Pepper Co., Dallas (beverages), on WRVA, Richmond, Va.; Billings Grocery Co., Billings, Mont., on KGHL; Honeyyouth Inc., Dallas, Tex., through Erle Racey Adv. Agency, Dallas, on WFAA; H. Sutliff Co., San Francisco, thru D'Evelyn & Wadsworth Inc., that city, on KYA; United Farmers Milk Co., Boston, through Louis Glaser Inc., that city; Loblaw Grocereterias Inc. Buffalo, N. Y., through Addison Vars Inc., that city; and Grow & Pitcher Agencies, Toronto, Ont. Merchandising includes the Balkin success chart, rights to six giveaways, booklets, dealer cards, window displays, publicity for each program and outlined plans for holding sales meetings.

TRANSAMERICAN Broadcasting & Television Corp., New York, announces the production of *The Uncrowned King*, a half-hour series of the adventures of Lawrence of Arabia, portrayed by Lionel Atwell. A preview of two of these transcriptions was given to the radio editors in New York May 13.

HARRY P. COX, well known in Southern California radio and advertising, has joined the Aerogram Corp., Hollywood transcription concern, as sales manager. At one time he was account executive of Hanff-Metzger Inc., and Dan B. Miner Co., Los Angeles agencies.

C. P. MacGREGOR, Hollywood transcription concern, following the precedent set by NBC, has announced a 40-hour week for all employes.

FIELD managers of the Radio Transcription Co. of America Ltd., will meet in Hollywood Aug. 1, for their annual conference on production and sales. C. C. Pyle, president, now on a vacation tour of the United States, will return to preside.

FITRA PRODUCTIONS Inc., newly formed transcription and producing company at 8609 Sunset Blvd., Hollywood, announces it has acquired 50% interest in the Norman Orescott-Josie Sedgwick booking agency and that the name of the agency will be changed to Josie Sedgwick-Ray West & Associates Inc. W. H. Voeller, Fitra president, will be on the board.

SOCONY-VACUUM OIL Co. Inc., New York, is sponsoring a series of *Man in the Street* broadcasts on WFAS, White Plains, N. Y., for Mayflower Service Stations, chain of Socony stations in Westchester and Fairfield (Conn.) counties. Program, 15 minutes three times a week, is placed by J. Stirling Getchell Inc., N. Y.

Mara Leaves Radioaids

THE resignation of M. J. Mara, president of Radioaids Inc., Los Angeles, was announced May 12 by the company, to go into effect May 31. Mr. Mara, who has been in complete charge of sales and production since the company was founded, stated that he quit "to be at liberty to enter broader opportunities in radio" and will shortly announce his future plans.

SWIFT & Co., Chicago (meats), will start 50-word announcements on a staggered schedule on July 3 over WOW, Omaha. The packing company will also start participating in the *Miss Goodnews*, women's program on WFBL, Syracuse, May 17, using 200-word announcements.

SOME kind of record is claimed by Don Kerr, announcer of WMCA, New York, who handles 35½ hours of sponsored programs weekly.

RESULTS!

The "Yardstick" that never grows old.

•

It matters not what you say of this ad. WE WANT RESULTS! So do you . . . and WSOC is ONE station that sells and *sells!!* Let's get together . . . NOW!!!

WSOC Charlotte, N.C. an NBC Affiliate

ONE OF THE OLDEST—BUT NOT DODDERING!

On May 22, WDAY completes fifteen years of constant and uninterrupted progress and improvement in equipment, showmanship, size of audience, listener-loyalty and results produced for clients.

For fifteen years an integral part of daily life in the Red River Valley, WDAY is indispensable to any well-rounded sales program in these parts . . . .

WDAY, INC.

N. B. C.

FREE and PETERS, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES 5000 WATTS DAY 1000 WATTS NIGHT

Affiliated with the Fargo Forum

RESULTS!
COUNT MOST
WTIC
HARTFORD 50,000 WATTER
dominates all of Connecticut and most of western Massachusetts.
RADIO STATION REPRESENTATIVES
NEW YORK CHICAGO
WEED & COMPANY

Federal Aims in Education

(*Continued from page 17*)

thing for nothing. The replies from a sampling of 9,370 listeners show that the programs are attracting persons in all States and territories and from every walk of life.

An analysis of the 9,370 records reveals the following classifications: 1,651 professional people; 2,273 students, ranging from elementary school to college level; 1,156 skilled and unskilled workers; 989 persons in clerical positions, and many others. In the professional group many of those who wrote to us are State superintendents of schools, heads of national educational and civic organizations, college presidents and professors.

The legislative and executive departments of our Federal Government make a rather extensive use of the air to broadcast information about the Government. Of course it seems proper that the President and various Federal agencies should use radio as well as other means of communication, for the diffusion of information intended to contribute to an understanding of national problems, to the solidarity of the Nation, and to the happiness and well being of the American people.

The Government's Part

3. *The responsibility of the Government to educate the public concerning the services it should expect of radio and to persuade and assist broadcasters to improve the use of the air in the public interest, convenience, and necessity.*

For the past six years, the Office of Education has maintained a radio service charged with the responsibility of collectng and disseminating information intended to facilitate the use of radio in education; to conduct studies; to encourage research intended to solve the basic problems involved; and to give information and counsel to both broadcasters and educators who wish to improve the use of the air for educational purposes. This service, as you know, is under the direction of Dr. Cline M. Koon.

Realizing the seriousness of the problem of the proper educational use of radio and a responsibility for its solution, the Federal Communications Commission appointed the Federal Radio Education Committee, to work out means within the present broadcast structure whereby the educators on the one hand and the broadcasters on the other can combine forces (1) to eliminate controversy and misunderstanding between groups of educators and between the industry and educators; and (2) to promote actual cooperative arrangements between educators and broadcasters on national, regional, and local bases.

There is no need for me to discuss the complex problems faced by this Committee. The Committee is of the opinion that a number of important studies should be made as a means of improving the cooperative use of the air for educational purposes. To date, sufficient funds for these studies have not been secured but they seem to be assured. I am firmly convinced that the returns on substantial investments in radio research and practical experimentation in educational broadcasting, conducted by the ablest minds in the radio and educational fields, will yield valuable dividends in terms of improved educational broadcasting service.

Basic Problems

The Federal Government in assuming the responsibility of establishing a radio system to be operated in the public interest, convenience, and necessity will need to work out the basic problems in the system that are interfering with the maximum benefits to the public, the legal responsibility being vested in the Federal Communications Commission, and the educational responsibility in the Office of Education. Within the means at our disposal, we have no intention of being remiss in our duty. As a service to organized education, we should encourage teacher training in broadcasting, in the school use of radio, and in the teaching of radio-program appreciation, just as we encourage teacher training in other important fields. We also should help to keep educators, in particular, posted about and alive to the ways in which they can gain the greatest benefits from the use of radio. But time will not permit a detailed summary of the opportunities and responsibilities of the Office of Education in improving the service of educational broadcasting.

By way of summary may I now present a number of points for consideration in determining more definitely than I have done in this presentation, the future responsibilities of the Government for educational broadcasting The points are:

1. There are thousands of programs broadcast annually by the Columbia Broadcasting System, the National Broadcasting Company, and other chains. A large percentage of these programs are commercial and they have assured outlets which provide a certain and predetermined coverage. A plan for commercial broadcasting in this country has therefore been evolved which provides a *thorough and definite system* for such broadcasting. However, in the field of non-commercial educational broadcasting, there is no such parallel. Non-commercial, educational programs are merely offered by the chains, but there is no assured coverage. The question therefore is: Under what policies and by what means shall this Nation have available for use a *real system* for the national broadcasting of non-commercial educational programs?

2. There is no socially sound reason why there should be adequate, systematic and sustained provision for an assured, regular, national coverage for ideas concerning articles for sale, while at the same time there is no similar provision for the dissemination of knowledge, ideas, ideals and inspiration which

ONCE ABOARD THE LUGGER, HEH, HEH!

Aside from our "taking" ways, there's another important reason why WAVE gets more than a logical share of the listening audience in the Louisville trading area . . . *we carry more good shows: the pick of BOTH the Red and Blue Networks!*

But don't take our word for it. Let us send you *any day's* schedule, so you can see the company you'll be keeping!

National Representatives
FREE & PETERS, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

KIRO
SEATTLE
1000 Watts 710 KC

KIRO LOOIE SAYS:
"OUR people really put their hearts into their work. You'll find that means a lot."
NATIONAL REPRESENTATIVES
John Blair & Co.
NEW YORK CHICAGO
DETROIT SAN FRANCISCO

serve the sole purpose of lifting the general level of enlightenment and culture.

It is as reasonable to argue that all radio advertising should be done independently by the many radio stations as it is to argue that the contribution which radio may make to the enlightenment and culture of the Nation should depend wholly upon a multiplicity of individual producing groups and stations acting independently. The reason *national* broadcasting of articles for sale is popular is that, through it, a given degree of excellence and effectiveness of a program may be created at less expense per individual consumer than if the same quality of program were prepared and produced by more than one unit of organization. In other words, in the field of the agencies for influencing human conduct or reactions radio readily lends itself to the purposes and economies characteristic of mass production in industry generally. Hence the growing use of network broadcasting.

Social Understanding

3. The rapid increase in the volume and complexity of knowledge and in the intricacies of human relationships creates a demand for the fullest possible use of the most effective and economical means of spreading knowledge and of creating an understanding of social problems. A democratic society, therefore, in the interest of public welfare and through public agencies will persistently seek the use of those means of mass communication which are most efficient in the dissemination of knowledge and in the creation of keener and more pervasive social insights.

4. By its very nature radio (1) must operate on and through the public domain and (2) it must be publicly regulated. For these reasons the public will never relinquish its control of radio, and for the reasons stated above, this control will probably tend to increase rather than to diminish. This policy and trend are expressed in the announced determination of the public through Congress to insist that radio be operated in the people's "interest, convenience, and necessity". The severity of Governmental controls will be lessened in the degree in which the radio industry makes controls unnecessary.

5. For the reasons indicated the future undoubtedly will bring increasingly critical examination of the performance of the radio industry with special reference to its service in behalf of the people's "interest, convenience, and necessity".

6. Without question the public will steadily develop the feeling that the industry is not properly fulfilling its obligation to the people's "interest, convenience, and necessity", as public-service or "educational" broadcasting — that is broadcasting clearly designed *adequately* to spread knowledge and create social understanding,—must continue to take its chances in the confusion and irregularities of an unsystematic, uncoordinated scheme of rampant individualism of networks and stations, a situation in which there is no planned program that guarantees certainty of sustained coverage.

In spite of the relatively accidental methods now used for mass communication of knowledge and social understanding, radio, together with other vigorous agencies of education, has contributed so largely to a general diffusion of culture that the American people will not be satisfied with any policy for the radio industry which allows it to be used too largely as an advertising agency. In a fundamental sense the general culture of our people may be measured by the extent to which they increasingly insist that such a powerful instrument as radio should *add* to that culture. It may be expected, therefore, that our developing civilization will incline steadily toward a larger rather than a smaller proportion of systematic, nation-wide educational broadcasting of a high degree of excellence.

WEATHER CRUSADER — A broadcast campaign has been started over WHO, Des Moines, which specializes in farm programs, to persuade Uncle Sam to improve his weather forecasting service. It is being conducted by H. R. Gross, WHO news editor, who claims that two weather maps a day now supplied by the Weather Bureau are inadequate. All the major countries of Europe supply four daily, Gross asserts, and he invites his farm listeners to urge their Congressmen to have the service expanded. His broadcasts cast no reflection on the Weather Bureau, which needs more funds.

The Public's Desires

Certainly no one will claim that at the present time we have achieved the highest possible level of civilization in the United States. This being the case, if the people in the future do not insist upon greater cultural contributions through radio, their failure to do so will be clear evidence that the personal tastes and social aspirations of the people are declining. Such a result is surely not to be desired even though it might relieve the radio industry of a critical attitude that would insist upon a constant elevation of standards. If on the other hand the forces for the positive development of our people increase in effectiveness (and radio is one of these forces) naturally the people will tend to expect still greater contributions from such forces until it is very evident that the limits of effectiveness in creating cultural advancement have been reached. Of course, these limits never will be reached.

In closing may I say again that the Government's use of authority in exercising its responsibilities for educational broadcasting will be great or small depending upon the degree to which the broadcasters serve the public welfare. The primary values represented by a broadcasting company are based upon the use of the public domain. The people of this country will therefore, not lose sight of the fact that the broadcasters and advertisers are using public property. As long as it is generally understood that the airways belong to the people and the right to use them can be taken away by the people's agency of government as easily as the right is given, we may expect careful consideration of the meaning of "public interest, convenience and necessity" by the broadcasters and the general public alike. I consider it one of the responsibilities of government to keep that sense of ownership fresh and clear in the minds of the people. That is one of the positive methods of exemplifying the principle that "eternal vigilance is the price of liberty." It is an essential safeguard for the future.

With the great power of the owners of the equipment and radio organizations on the one hand and the supreme power of the people acting through their Government on the other hand, we have a balance which may well provide a freer employment of radio for the public welfare than seems possible in any other system.

THE STAR SCRIPTFOLIO

A Comprehensive Library Of Continuity

EACH WEEK: *Seven* half-hour weekly continuity frameworks for musical programs which one man of your staff can present as live broadcasts.

TITLES: *Meeting Night* — *Swing Song* — *County Fair* — *Let's Remember* — *Two For Tea* — *Just Thinkin'* — *Easy Chair Cruises*

TOGETHER WITH: *Twenty* tie-ins for your commercial announcements AND Thirty announcement leads for routine musical introductions.

The Cost is Amazingly Low!

STAR RADIO PROGRAMS INC.

250 PARK AVENUE NEW YORK CITY

WKZO KALAMAZOO

MARKET PERFECT TEST

MRN

1000 WATTS 590 KILO

THE NATION'S

MORE THAN 100%!

Each week in the last six has shown from 100 to 150% increase in paid time over Station WKZO. Advertisers know a rich market when they see one!

JOHN E. FETZER • PRESIDENT & GENERAL MANAGER

Representatives • Small and Brower Inc.

Script Suit Settled

CIVIL suit of Carroll Graham filed in Los Angeles last Oct. 16 against Groucho and Chico Marx of the Marx Brothers film comedy team for the asserted plagiarizing of a radio script, *The Hollywood Adventures of Mr. Dibble & Mr. Dabble*, was settled out of court for a sum said to be in excess of $5,000. Graham originally asked $26,000 damages. Federal grand jury in Los Angeles on April 14 indicted the two Marx brothers for violating copyright laws basing the charge on facts presented similar to those in the civic action [BROADCASTING, May 1].

HARRY SCHWARTZ, president of the Tulsa Federation of Labor, has applied to the FCC for a new 250-watt daytime station in that city on 1310 kc.

WEBC

Tells Your Story In

AMERICA'S SECOND PORT DULUTH & SUPERIOR

●

And on the

IRON RANGE IT'S

WMFG
HIBBING

WHLB
VIRGINIA

SESAC Is Awarded Damages For Hotel Radio Installation

Public Performance, Federal Court Finds, Since Hostelry Used Sets as Inducement to Guests

AN OPINION holding that hotels must have copyright performing licenses in order to pick up and distribute programs to guests in private bedrooms has been handed down by the Federal District Court for the Southern District of New York in the case of the Society of European Stage Authors and Composers, Inc., against the Pennsylvania Hotel.

In the decision rendered April 30, Judge Woolsey assessed minimum infringement damages of $250 upon the hotel, with costs and reasonable counsel fees, on the ground that the hotel had given an unauthorized public performance for profit of a SESAC composition entitled *As We Part*, on which SESAC owned the copyright. The number, according to the opinion, was picked up from WJZ, NBC-Blue network key, by the hotel and distributed to the guest rooms in the hotel by its master receiving set.

The fact that WJZ held a SESAC license did not eliminate the infringement by the hotel, the court decided, adjudging it a public performance for profit. The case is significant since it serves to corroborate the Supreme Court ruling in the so-called Jewell-LaSalle case decided in 1931 by the Supreme Court in which it was held that the Kansas City hotel was required to have a license to perform ASCAP compositions. However, in that case the issue involved was that of reception and reproduction of broadcasts within the public rooms of the hotel as well as guest rooms, whereas, in the Pennsylvania Hotel case only guest rooms were involved. Moreover, in the Jewell-LaSalle case the question arose as to whether the station in the first instance broadcasting the program, was required to have an ASCAP license.

Regarded As Test

Whether the New York Statler Hotel Co., operating the Pennsylvania, will appeal the District Court decision to the U. S. Supreme Court remains undecided. Counsel for the hotel are Campbell & Boland, attorneys for the American Hotel Association, which long has combated the demands of copyright groups, notably ASCAP, for performing rights fees. Hotels have paid on the basis of $1 per room per year but ASCAP has indicated it will impose a substantial increase in that fee.

The SESAC case, handled by Abner J. Rubien and Leonard Zissu, as counsel, was regarded as a test since it represents the first adjudication since the Jewell-LaSalle case. In a California case three years ago, the courts held that hotels were permitted to pick up broadcasts without permission of the originating stations, for reception in public rooms, without procuring a license from the copyright owners. This ruling, however, was not appealed.

In his opinion, Judge Woolsey described the issue as one embracing a cause "wherein the owner of the copyright of a musical composition seeks to enjoin a hotel from receiving, at a central receiving set, and without license from the copyright owner, making available to guests in their private rooms a copyrighted song originally broadcast in pursuance of a license from the copyright owner by a broadcasting station, duly authorized by the United States."

"My judgment in this cause," said the Court, "is that the complainant must have a decree carrying the usual injunction and giving it damages in the sum of $250 and costs, in which will be included a reasonable counsel fee in pursuance of the provisions of Section 40 of the Copyright Act."

After describing in detail the organization of SESAC and the manner in which the Pennsylvania Hotel operates its two-channel system allowing a selection of two broadcasting stations to guests in its 1,900 rooms, the court covered the NBC contract with SESAC. This contract, signed Feb. 25, 1934, the opinion pointed out, prescribes that WJZ and other owned and operated stations of NBC may broadcast for a period of five years the non-dramatic renditions of the musical compositions owned and controlled by SESAC. It brought out that nothing in the license could be construed as permitting the licensee to grant others the right to reproduce or perform publicly for profit or otherwise any of the compositions so broadcast "or in any way as permitting any receiver of the broadcast of any said compositions or works to publicly perform or reproduce the same for profit or otherwise, by any means, method or process whatsoever."

Mentioning the differences between the Jewell-LaSalle and the Pennsylvania Hotel cases, and particularly stressing the fact that in the former case public rooms as well as bedrooms were involved whereas in the Pennsylvania case only bedroom reception was involved, Judge Woolsey said:

"I find that when the owner of an hotel does as much as is done in the Hotel Pennsylvania to promote the production and transmission within its walls of a broadcast program received by it, it must be considered as giving a performance thereof within the principle laid down by the Supreme Court in the LaSalle case."

Intramural Broadcast

After concluding that there was a performance of SESAC works, Judge Woolsey went into the legal issues as to whether the performance was *public* and *for profit*. There is not any doubt, he said, that the locale of the performance, which he called an "intramural broadcast", was public. He cited legal precedents holding a hotel is a place of public accommodation and that it occupies a juridical status in many respects analogous to that of a common carrier.

Answering the contention of the defendant that the performance could not properly be claimed as public because it was not broadcast in any public room of the hotel, and because the loud-speakers which made the program audible to guests were in each bedroom and severally under the control of the guests or guest occupying it, the Judge said he thought the answer to this aspect could be found by comparing the position of an hotel making an intramural broadcast, such as was made at the Pennsylvania, with the position of the original broadcaster whose program the hotel received and reproduced. He cited legal precedents to substantiate this view.

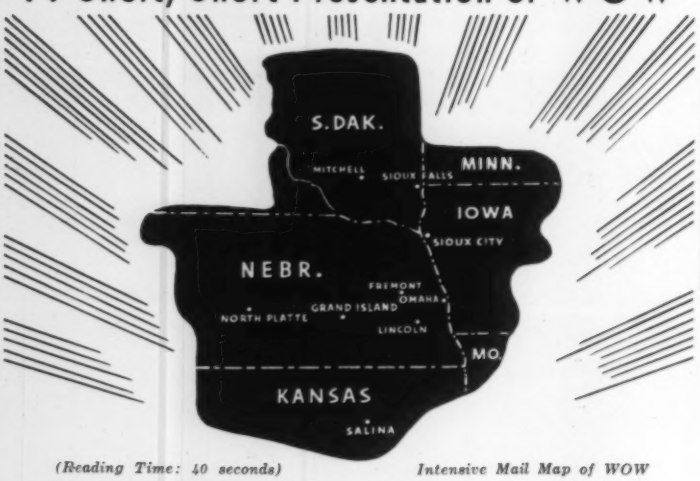
"That the intramural broadcasting by the hotel is not only a public performance but also a performance for profit is obvious," the opinion said, "because it is one of the considerations given to the guests of the Hotel Pennsylvania for the rental of the rooms.

"Consequently, I hold that the reproduction by the hotel's master receiving sets of the electric impulses of the broadcast, and their distribution among its rooms so that all who wish may, by turning a knob, listen to the broadcast, is a public performance for profit of the broadcast program and is made at the hotel's risk insofar as copyrighted musical compositions are concerned.

"The defendant, therefore, is liable for an infringement of the plaintiff's copyright unless it can justify its act under the license given to the National Broadcasting Company by the plaintiff.

"The license given by the plaintiff

A Short, Short Presentation of WOW



Intensive Mail Map of WOW

(Reading Time: 40 seconds)

COVERAGE: WOW is the radio capital of Nebriowa, an immensely wealthy trade territory composed of parts of six middlewestern states.

POWER: 5,000 watts, 590 kilocycles, on a regional cleared channel, is a combination that gives maximum coverage of this area.

MAIL PROOF: Power alone is not enough. Advertisers want *results*. WOW mail-proof maps tell the story.

SHOWMANSHIP: Unbiased and fearless *Variety* has given WOW first rating in showmanship in this area for many years.

ACCEPTANCE: High-class locally built shows, and outstanding programs of the NBC Red network, have created thousands of *habitual* WOW listeners.

RESPONSIBILITY: WOW is owned and operated by the world's strongest fraternal benefit society, the Sovereign Camp of the Woodmen of the World.

COMPARE: Check WOW by any yardstick you wish . . . its coverage, power, mail proof, showmanship, acceptance and responsibility all point to WOW as the No. 1 radio medium of the middlewest.

WOW

Omaha, Nebraska

John Gillin, Jr. *Mgr.*

590 KC 5,000 Watts

On the NBC Red Network

Represented by John Blair Co.,

New York Chicago Detroit San Francisco

RADIO'S BIG BUY

The Central Station—**WHO**—Des Moines

ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST

CLEARED-CHANNEL—**50,000 WATTS**—FULL-TIME

to the National Broadcasting Co. was an express license to broadcast solely through stations which it owned or controlled certain copyrighted musical compositions owned by the plaintiff. It was, therefore, within its rights when it used its own station WJZ to make the broadcast of the plaintiff's song *As We Part*.

"In view of the fact that the electric impulses broadcast by WJZ are ubiquitous within the zone reached by the power of that station, the question not unnaturally arises whether the plaintiff can properly claim an injunction and damages against a receiver of that broadcast to whatsoever use the receiver may have put it.

"The license before me contained a limitation—set forth in full in the agreed statement of facts—which precluded the National Broadcasting Co. by sub-license, express or implied, from granting to others the right publicly to perform the plaintiff's copyrighted musical compositions for profit. It seems to me that the effect of the audition of this limitation to the license was merely to add emphasis to the fact that the license was given to the National Broadcasting Co. solely for its own use, and, hence, that the limitation was a redundancy."

Asserting that he felt that the question of a copyright infringement depends not only on the broadcaster's rights, but on the receiver's acts, Judge Woolsey held that the Pennsylvania Hotel "was a trespasser on the plaintiff's private copyright domain from which its right of excluding others is plenary."

"That right, however, in these days when so many simultaneous public performances for profit are possible, can only be protected by continuous vigilance, and the owner of a copyright to a musical composition should have the chance to gather royalties whilst and where he may."

In conclusion the Judge held that there had not been any proof of actual damages to SESAC. Therefore, he said that in determining the damages to be allowed to it, he had to act under the authority of the copyright laws and under the precedent of the Jewell-LaSalle case and gave the plaintiff damages of $250 plus counsel fees.

Temperance Series

THE *National Voice*, temperance tabloid published in Los Angeles, and a consistent radio user for more than four years, is spotting twice monthly a five-minute transcription news series *Repeal News Flashes* on 80 stations nationally, placed direct. Transcriptions, which give news on present-day liquor conditions, are produced at Electro-Vox Recording Studios, Hollywood, under supervision of Ethel Hubler, editor and publisher of *National Voice*. Publication supplements these twice monthly news flashes in the Los Angeles area with a weekly quarter-hour talk on KMTR, Hollywood.

BECAUSE he thinks that the word "definitely" is being over-worked on the air, L. B. Wilson, president of WCKY, Cincinnati, has instructed the WCKY news and continuity departments to dispense with it.

THE regular curtailment to a skeleton staff on Saturdays of all NBC employes excepting engineering and production personnel for the summer will go into effect following Decoration Day, May 30.

WASHINGTON, D. C.
has an Annual Payroll of
$360,000,000
Reach it with
WOL
Washington, D. C.

ALIMONY SITDOWNERS — Wken Mrs. Genevieve Johnson went on a sitdown strike to collect separate maintenance from her fourth husband, the little town of Longmont, Colo., swarmed with reporters and photographers. Sensing a good human interest broadcast, Gene O'Fallon, operator of KFEL, Denver, sent Newsman Bill Welsh (left) to interview Mrs. Johnson on the eleventh day of her "strike." The 20-minute broadcast over the 35-mile remote circuit was one of the sensations of the week's radio.

WCBD Rebuilding Plan Given Official Sanction

HAVING taken an option on the old site and building of WMAQ near Elmhurst, Ill., about 18 miles from Chicago, WCBD, Chicago, whose transmitter and building were burned to the ground along with Wilbur Glenn Voliva's famous Shiloh Tabernacle at Zion, Ill., on May 11 was authorized by the FCC to rebuild with a new 5,000-watt Western Electric transmitter and a 415-foot Truscon vertical radiator. It is planned to spend $38,009 on the equipment other than site and building. The rebuilt station will be on the air within 90 days, according to Gene T. Dyer, manager. In the meantime WCBD is still identified on the air via WMBI, Chicago, with which it shares time, the latter station having consented to the use of its transmitter. The April 2 fire was started by a crank with a grudge against the Voliva organization, [BROADCASTING, April 15], and resulted in a loss of $60,000, of which only $5,000 was covered by insurance.

WMCA, New York, has added an early morning newscast, 7:10 a. m., to its inclusive daily newscasts.

★
WATL
offers you
the greatest
buying audience
in
ATLANTA
at
LESS COST
You pay less to get the
BEST Results!

Per Inquiry Offer of "Bible School" Attacked

ANOTHER per inquiry offer of the character deprecated in the NAB Code of Ethics and outlawed in recognized commercial practices is the current campaign offering biblical records on a 40% commission basis to stations. Through Harry M. Rubin, listed as a sales consultant in Cincinnati, stations were offered in a letter dated April 28, special recordings said to be authorized by "God's Bible School." The proposal is that the records be offered to listeners for $1, of which 40c would be the station profit. The letter also offered a 15-minute transcription of the school's "religious service" at no charge.

Ed Sims, commercial manager of WMFJ, Daytona Beach, Fla., informed Mr. Rubin in the case of his station that he was not interested in selling the records on a percentage basis. He pointed out that many splendid hymn recordings may be purchased at just 35c. He pointed out that the station donates 15 minutes daily to the local Ministerial Association and that if this organization would care to give some of its time to the Bible School the station would be glad to accept them without charge.

WIRE, Indianapolis, and WOWO, Fort Wayne, both NBC affiliates, started a new two-station hookup program May 2. The series, *Polly Pretends*, sponsored by the Drackett Chemical Co., Cincinnati, originates in the studios of WOWO.

Another Giveaway

LATEST of the "free program" offers to broadcasting stations is that of MacFadden Publications, whose *True Story* and *Liberty* magazines have been regular paid sponsors of various programs. In a letter dated April 22, S. O. Shapiro, circulation manager, offers "on a no-cost basis" two five-minute scripts each week of "Movie Gossip" and "Hollywood Inside Stories" and two five-minute scripts each week of "Radio Gossip" and "Behind the Scenes" stories about radio folk. The material may be used as sustaining or sponsored, but "all we ask in return is a short plug at the beginning and at the close of each program", mentioning *Liberty* and *Radio Mirror*.

LOWEST COST
COVERAGE!

WQDM 1000 WATTS
St. Albans, Vermont

MARYLAND'S
ONLY ONE!

WBAL, Maryland's first-ranking radio station, has the ONLY continuity staff of ANY Maryland station. Its Continuity Director has been writing WBAL shows since the station's inception—12 years ago. The entire staff of six writers has had long radio experience.

Your radio advertising program will be planned, written and produced by WBAL's staff of specialists. Whatever your business, the WBAL continuity staff will write programs to sell your product.

WBAL produces programs that bring results!

WBAL
Maryland's Only Clear Channel High Power Station
NBC Basic Blue Network
BALTIMORE, MARYLAND
National Representative: HEARST RADIO
NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES - DALLAS

AGENCIES AND REPRESENTATIVES

PAUL H. RAYMER Co. has been appointed national representative of WJJD, Chicago; WDBO, Orlando, Fla.; WDEL, Wilmington, Del., and WORK, York, Pa., the latter two stations being members of the Mason-Dixon Group.

SOUTHWEST BROADCASTERS Inc. has been formed with offices in the Mercantile Bldg., Dallas, to represent stations in Texas and the South, according to an announcement by Thomas W. Dalton, president.

MARSHALL POPE, former announcer of KTAT, Ft. Worth, has been named manager of Westburt Advertising Agency, Dallas, and is announcing agency accounts on WFAA, that city.

LANG-WORTH
planned programs

LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD

LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

JAY LEWIS, president of Jay Lewis Associates, New York, announced that he will leave for Hollywood about the middle of June to complete arrangements for a network program to be broadcast from Hollywood under the sponsorship of the maker of a 10-cent cigarette. Mr. Lewis stated that Norman Brokenshire, famed announcer of the early days of radio who has been staging a comeback on WOR and who is radio director of the agency, will follow him to the Coast to aid in securing talent for the new series.

WATSON HUMPHREY, formerly production manager at KGW-KEX, Portland, Ore., has joined the Leon Livingston Advertising Agency, San Francisco, as radio production man. He will have charge of the *Bennie Walker Amateur Hour*, heard locally over KGO.

WALTER BIDDICK Co., Los Angeles, station representatives, on May 15 became Pacific Coast representative of KTAR, Phoenix.

JOHN BLAIR & Co. on May 1 was appointed national advertising representative of KOB, Albuquerque, N. M., which shortly will join NBC.

ANGELINE CLEMENT, for six years in the continuity department at WCCO, Minneapolis, resigns May 22 to become head of the radio department of David Adv. Agency, St. Paul. She is a graduate of the University of Minnesota.

R. H. ALBER Co., Los Angeles radio advertising agency, has moved to larger offices in the Chamber of Commerce Bldg.

DAN B. MINER, head of the Los Angeles agency bearing his name, has returned to his desk after an extended eastern business trip.

I. T. COHEN has been appointed radio director of I. A. Goldman & Co., Baltimore agency.

In and On the Air

JOHN CHRIST, of the Hollywood J. Walter Thompson Co. production staff, holds the record as an air commuter between Los Angeles and San Francisco. He flies up twice weekly to produce the *One Man's Family* serial, sponsored by Standard Brands Inc., over the NBC-Red network. United Air Lines recently presented him with an orchid on the occasion of his 300th trip.

CECIL UNDERWOOD, formerly on the Hollywood production staff of Ruthrauff & Ryan Inc., is producing the NBC *Fibber McGee & Molly* program which now originates from that city. Underwood is on the staff of Needham, Louis & Brorby Inc., Chicago agency servicing the S. C. Johnson & Son Inc., account (Johnson's floor wax), sponsors of the serial. McGee & Molly are now at Paramount Productions Inc., for 10 weeks on picture commitment, with continued Hollywood emanation of the series likely if the pair are optioned for further film work.

TOM EVERITT has resigned from the Hollywood production department of Young & Rubicam Inc., and has gone to New York to make a new radio connection. He has been succeeded as continuity editor of the NBC *Packard Hour* (Packard Motor Car Co.), by Austin Petersen.

A. O. DILLENBECK, vice-president of Hanff-Metzger Inc., New York, was in Hollywood early in May conferring with officials of Paramount Productions Inc., on forthcoming campaigns.

J. WALTER THOMPSON Co., has taken three additional offices in the Guaranty Bldg., Hollywood, to accommodate a staff increase necessitated by production attendant with the new *Chase & Sanborn Hour* which started May 9 (NBC-Red network, Sundays, 4-5 p. m. PST).

KERMIT MOSS, formerly of the media department of Cecil, Warwick & Legler Inc., New York, has been transferred to the radio department, where he will act as assistant to Preston H. Pumphrey, manager of that department.

DOUGLAS CONNAH, publicity director of BBDO's New York office, is the father of a baby girl, born May 5.

HARRY KERR, publicity chief for J. Walter Thompson Co. in New York, is father of a son, John, born May 5.

WALTER BIDDICK, head of Walter Biddick Co., Los Angeles station representatives, leaves that city the end of May en route to the Pacific Advertising Clubs Association convention in Salt Lake City, the Chicago NAB conclave and to contact eastern clients.

J. FELIX MORRIS, manager of the Capper Publication's, Chicago, which represents stations WIBW and KCKN, became the father of an 8 lb. baby boy on May 3.

BACHENHEIMER-DUNDES & FRANK Inc., New York, has moved to 64 West 48th Street.

CRITCHFIELD-GRAVES Co., Minneapolis, has changed its name to Graves & Associates Inc.

GEYER, CORNELL & NEWELL Inc., New York, announces the opening of a branch office in Kenosha, Wis.

GOTTSCHALDT-HUMPHREY Inc., Atlanta, has opened a branch office in Greensboro, N. C.

ROOT-MANDABACH Adv. Agency, Chicago, has moved to 646 N. Michigan Ave.

GLICKSMAN ADV. Co. Inc., New York, has moved its offices to 400 Madison Ave., where it occupies the 21st floor.

WILLIAM H. RANKIN Co., New York, has moved to new offices at 9 Rockefeller Plaza.

Beemer's Detroit Agency

BRACE BEEMER, formerly with WXYZ, Detroit, has opened his own advertising agency at 2180 East Milwaukee Ave., Detroit, to specialize in radio advertising exclusively. The agency's name is Brace Beemer Inc. The agency is now handling radio for Bernard Schwartz Corp., (cigars) (R. G. Dun cigars) and Deisel-Wemmer-Gilbert Corp. (cigars) and subsidiaries.

Holland Festival

HOLLAND FURNACE Co., Holland, Mich., is to sponsor a half-hour broadcast of the opening ceremonies of the annual Holland Tulip Festival over a nationwide CBS network of 41 stations on May 15, from 2:15 to 2:45 p. m. (EDST). The traditional street scrubbing and folk dancing by hundreds of citizens attired in the bulgy costumes and wooden shoes of old Holland which open the two-week festival will be described by Ted Husing and a corps of announcers stationed at various points throughout the city. Program was placed through the Chicago office of Ruthrauff & Ryan Inc.

Skol Starts on MBS

SKÓL Co. Inc., New York, has launched a network campaign for its antiseptic sunburn lotion, using a coast-to-coast MBS hookup for a quarter-hour each Tuesday noon. Program, *Hollywood Sunshine Girls*, a new vocal trio, originates in the studios of the Don Lee Broadcasting System in California. Movie celebrities will appear as guest stars on the program, which will be backed up with newspaper space, outdoor, car cards and sky writing in cities in which the program is broadcast and in other spots on the east and west coasts where bathing is popular. Peck Adv. Agency Inc., New York, handles the account.

WLS, Chicago, broadcast two remotes from the Carnegie-Illinois Steel Co., Gary, Ind., May 5 and 6. Industrial programs are a part of the *School Time* series aired 6 days weekly at 9:45 a. m.

BRENAU COLLEGE, Gainesville, Ga., which in 1922 gave up the license for its station known as WKAY, has applied to the FCC for a new local station there on 1420 kc.

Here Are Some of the Big Names Now on KTAT—

Paul Whiteman
Joe Sanders
Henry King
Bob McGrew
Tommy Dorsey
Herman Waldman
Carl Hoff
Leo Reisman
Kay Kyser
Duke Ellington
Freddy Martin
Ted Fio Rito
Sterling Young
Dick Stabile
Michael Zarin
Eddie Duchin
Buddy Harris
Enoch Light
Howard Lanin
Leo Freudberg
Palmer House Orch.
Rhythm Orchestra
Louise Welcher
World Renowned Pipe Organist
Gabriel Heather
Noted News Commentator
"We are Four"
Famous Dramatic Sketch
The Radio Garden Club

. . . Get On It NOW!

KTAT—three times winner of *Variety's* award for showmanship, and recently selected by the Mutual Broadcasting System — is serving a vast, rich, trade territory of more than one million listeners . . . offering outstanding radio entertainment, new shows, drama, religion, news and a coast-to-coast public service never before heard in Texas. Get on KTAT right away and get your share of business in the Fort Worth market.

1000 Watts—Full Time

KTAT

TARRANT BROADCASTING CO.
Studios and offices in the Hotel Texas
FORT WORTH, TEXAS
Raymond E. Buck, *President*
Sam H. Bennett, *Gen. Mgr.*

National Representatives:
FREE & PETERS, Inc.
New York Detroit Chicago
San Francisco Los Angeles

KOMO
5000 Watts L.S.
NBC Red

SEATTLE
WASHINGTON

KJR
5000 Watts
NBC Blue

National Representatives — Edward Petry & Company

Cannon Baseball Monopoly Bill Seeks Data on Western Union-WJBK Case

INJECTION of the WJBK, Detroit-Western Union play-by-play baseball controversy into the proposal for a Congressional investigation of baseball, alleging monopoly, developed May 4 when Rep. Cannon (D-Wis.) amended his resolution with specific mention of alleged discrimination in furnishing of play-by-play reports to stations.

In his amended resolution (H. Res. 204), Rep. Cannon charged that large baseball clubs have restrictive arrangements with large telegraph companies to prevent them from "giving to the public the results of baseball games through general service to all radio stations," adding that these "cause such telegraph companies to violate their duties as interstate public utilities and cause discrimination against certain radio stations and thus prevent large numbers of the public from getting baseball results through their local stations."

The resolution proposes appointment of a committee of five to investigate conditions in baseball and to hold public hearings. It was ascertained that Rep. Cannon had communicated with J. F. Hopkins, principal owner of WJBK, in connection with testimony before such a committee should it be appointed.

Mr. Hopkins launched a legal attack against Western Union, alleging unjust discrimination by its refusal to supply play-by-play reports of out-of-town baseball games [BROADCASTING, May 1]. There is now pending before the FCC an informal petition demanding that Western Union as a common carrier be required to supply the service. On April 17 the station filed mandamus proceedings in the Federal court in Detroit alleging similar grounds. In both actions Mr. Hopkins claimed that WJBK had been broadcasting such play-by-play accounts from telegraphic reports since 1933, but this year was denied the service by Western Union whereas two other Detroit stations have the programs which are sponsored by General Mills and Socony.

Western Union in its answer filed with the District Court for the Eastern District of Michigan, denied unreasonable discrimination and held that the baseball clubs themselves controlled the service of the play-by-play accounts to particular stations. It added that under contracts and under the law it had no right to go upon the premises of baseball clubs or obtain the news sought by WJBK emanating from the clubs unless it first obtained the approval of the respective clubs as required under their contracts.

The telegraph company held further that the obtaining and furnishing of news of baseball games is no part of that company's duties as a common carrier, and that WJBK had no legal right to require it to furnish the news demanded.

In its reply to the Western Union answer, counsel for WJBK reiterated the view that Western Union acts as a common carrier in disseminating reports requested and held that the Western Union itself makes up and disseminates the reports without control of the baseball clubs. As to the agreement between Western Union and the baseball clubs involving provision of service, WJBK counsel contended it was invalid and illegal because it "constitutes illegal restraint of business at common law and further constitutes an illegal monopoly amongst the various baseball clubs of the American League."

NBC's Concertmeister

MISCHA MISCHAKOFF, noted violinist who has been associated with the Chicago Symphony Orchestra for more than five years, has accepted the post of concertmeister of the expanded NBC Symphony, which will be conducted next winter by Arturo Toscanini, following a preliminary series of broadcasts under the baton of Artur Rodzinski. Before joining the Chicago Symphony as concertmeister, Mischakoff filled that post with the New York Symphony Orchestra under Dr. Walter Damrosch, and with the Philadelphia Symphony Orchestra under Leopold Stokowski.

New Script Catalogue

FIRST script catalogue ever compiled was released May 10 by Radio Events Inc., New York, to production and program officials. Its 96 pages contain a comprehensive listing of active scripts, available on 24-hour notice. Edited by Georgia Backus, script writer and producer, and compiled by Julienne Dupuy, the catalogue is loose leaf and may easily be kept up to date. Copies will be sent to production officials upon request, the cost of publishing the catalogue making general distribution prohibitive.

Hamlin Wizard Plans

HAMLIN WIZARD OIL Co., Chicago (rubbing oil), is currently making plans for a 10-station spot campaign next fall. Station list was not disclosed. Vanderbie & Rubens, Chicago, is the agency.

"WE ALWAYS PLAY SAFE!"

About the best compliment we've received in a long time was not intended as a "T-L." Said a prominent Chicago agency executive: "When I'm making up a list of stations for a new client I always include WGES because I know that if the others fail WGES will produce enough to insure my own batting average." That's another reason WGES is FIRST with Chicago accounts!

WGES

"In the Heart of Chicago"

MANAGEMENT GENE T. DYER

RED AND BLUE NBC

WCOL

COLUMBUS, OHIO

Joseph H. McGillvra, Rep.

OTHER FELLOWS' VIEWPOINT

KVOA Not Sold

EDITOR, BROADCASTING:

I notice in your issue of May 1, page 78, that you report the sale of KVOA. Your information cannot be as reliable as you presumed because this station has not been sold. Mr. Thompson of the firm, Davis & Thompson, contacted us, but a deal was never consummated.

I might suggest that in the future if you have any report of the sale of this station you contact Harold Steinfeld, president of the Arizona Broadcasting Co., or the writer.

KING WHYTE, *Manager*,
May 7. KVOA, Tucson, Ariz.

Editor's Note—The report published by BROADCASTING was received from sources always regarded as reliable. That negotiations were conducted but not consummated with one Mr. Brush for the purchase of the sale, was verified May 5 in a letter to this magazine from Chester A. Thompson, of the firm of Davis & Thompson Inc., Cleveland brokers specializing in newspaper properties which recently announced its expansion into the radio field. BROADCASTING regrets any embarrassment it may have caused the owners of KVOA.

5% Cash Discount?

EDITOR, BROADCASTING:

Inasmuch as advertising agencies have to meet increased costs of production, overhead, and numerous taxes with the same spread . . . why not a five per cent (5%) cash discount on *all* media?

J. M. KORN,
J. M. Korn & Co.,
May 10. Advertising, Philadelphia.

More Laundries Coast to Coast have used LAUNDRY RADIOAIDS Than Any Program On The Air

"TIME IS MONEY"

Radioaids

REG. U. S. PAT. OFFICE INC.

1585 Cross-Roads of the World

Hollywood, California

Also Available

Used Cars	Furniture
Bread	Ice Cream
Loans	Opticians
Dry Cleaning	Jewelry

RADIOAIDS

DIRECT RESULTS!!

WCAE furnishes direct results at lowest cost! A national agency recently completed an independent survey to determine *cost per inquiry* received from programs carried by a network of 13 stations.

The cost per inquiry ranged from one cent to twenty-three cents. Only *two* stations showed a low of one cent.

WCAE is *one!*

More for your radio dollar at WCAE, Pittsburgh's FIRST station.

WCAE

PITTSBURGH · BASIC NBC RED NETWORK

National Representatives - HEARST RADIO

NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES - DALLAS

59% MORE RETAIL BUSINESS

IN IOWA NETWORK 0.5 MV. AREA (daytime)

59% more retail business than there is in the 0.5 mv. area of largest Iowa competitor.

IOWA NETWORK
Retail Sales 0.5 mv. area
$838,821,000

LARGEST IOWA COMPETITOR
Retail Sales 0.5 mv. area
$527,515,000

IOWA NETWORK

RADIO STATIONS OF THE DES MOINES REGISTER AND TRIBUNE

KSO — NBC Basic Blue and Mutual
KRNT — CBS Basic
WMT — NBC Basic Blue and Mutual

NATIONAL REPRESENTATIVES
E. KATZ SPECIAL ADVERTISING AGENCY

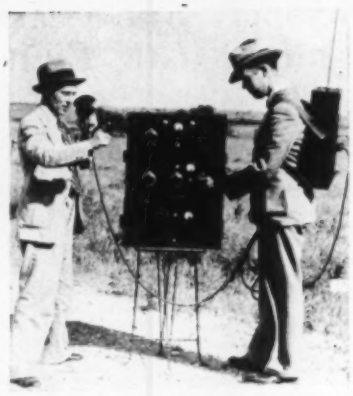
STUDIO AND PROGRAM NOTES

JOHN BLACK, merchandising specialist and radio commentator, is conducting a series of interviews on textiles over WNYC, New York. The first was on May 3 and covered the drama of *Crush-Resistant Velvet* with Herbert H. Schell, president of the Velvet Guild and of Sidney Blumenthal & Co., and Mrs. June Hamilton Rhodes, managing director of the Velvet Guild, interviewed by Mr. Black. The *Drama of Cotton* was covered in a broadcast May 10 with Mr. Black interviewing Dr. C. T. Murchison, president of the Cotton-Textile Institute, following which C. K. Everett, manager of the New Uses Section of the Institute, was interviewed on new developments.

WPTF, Raleigh, N. C., has started a weekly series titled *Industry Talks* prepared by the Advertising Federation of America and presenting business executives and industrial leaders. Richard Mason, manager of WPTF, inaugurated the series May 5.

KYA, San Francisco, is broadcasting a series of talks by Henry H. Balkin, vocational counsellor, who discusses individual employment problems and a series of sportscasts by Joe Hernandez, announcer, from Bay Meadows race track.

KGB, Don Lee station in San Diego, Cal., is being completely remodeled and renovated. Several improvements, including new technical equipment and a new announcers' booth and monitor room for the main studio, are being added. To eliminate disrupting schedules it will take approximately three months to complete work.



GOLF TOURNEY—Roger Phillips, left, program director of KFJZ, Fort Worth, and Truett Kimzey, chief engineer, employed their new mobile pack unit to cover the recent Texas open golf tournament, following the players throughout the links. They plan to take the mobile transmitter next to cover the yacht regatta on Wagle Mountain Lake.

KMMJ, Clay Center, Neb., has installed an announcers' clubroom off its main studios as a sort of den where the boys can gather. The clubroom is outfitted with a transcription turntable and a speech amplifier.

A NEW show on KFOR, Lincoln, Neb., is *The Information Desk*, a five-minute afternoon feature. The program includes the weather report, temperature, correct time, latest police and state sheriff bulletins, news flashes and lost and found information.

HELEN MERCHANT, the *Musical Clock Girl* at WINS, New York, returned from her vacation May 3 to start her sixth year as hostess of this early morning series. Program is a participating and its present list of advertisers includes Empire Gold Buying Service (4 years), Holland House Coffee Co. (2½ years), James Butler Co., chain grocers (2 years), and World Clothing Exchange (2 years).

WTMJ, Milwaukee, is broadcasting a weekly program titled *Doghouse Court*, during which announcers are sentenced for the boners made by them and listeners who noticed the mistakes are awarded.

WNBR, Memphis, celebrated its 12th anniversary April 29 with an all-sponsored schedule of 17½ hours except for a short program during which station officials reviewed WNBR's history. H. W. Slavick, managing director of WNBR and WMC, Mallory Chamberlin, commercial manager, and Francis Chamberlin, manager of WNBR, participated in the program.

BROADCASTS of the Jersey Giants baseball games under the joint sponsorship of General Mills Inc. and Socony-Vacuum Oil Co., which now occupies the afternoon hours at WHN, New York, have brought to an end the affiliation between this station and the Scripps-Howard *New York World-Telegram*. For the past year WHN has carried two daily periods for the paper. When the baseball broadcasts made it necessary to move the market reports, a later period was offered by the station but was not accepted by the newspaper.

KSFO, San Francisco, is broadcasting a series of programs designed to acquaint listeners with the construction of its new transmitter featuring pickups of construction noises and interviews of workmen.

WWSW, Pittsburgh, ashamed of the shoddy vista of Gazzman's Hill, atop which the transmitter house and antenna are located, is planting 2,000 black locust trees to serve both as a windbreak and ornamental erosion preventative. The hill, long an eyesore in the city, has annoyed Manager Frank Smith, of WWSW, since the station picked it as a transmitter site a year ago, so he conceived the tree plan.

WHN, New York, has extended its time on the air each day for an additional half-hour by moving its sign-off time from 1 a. m. to 1:30 a. m.

WHAT'S going on in New York, what to see and where to be seen are commented on in the *New York Reporter* series, broadcast three afternoons a week on WINS, New York, by David Lowe, magazine writer and commentator.

WNOX, Knoxville, Tenn., has issued new rate card in connection with its increased power and new equipment. New rates went into effect May 10.

WAAB, Boston, is broadcasting a series of educational programs titled *Planning for Tomorrow* presented by Prof. Biagio DeVenuti, of the faculty of business administration, Boston University, who discusses vocational and educational topics of current interest.

WHEN 140 members of the Wichita Chamber of Commerce recently visited 50 cities of Kansas, Oklahoma, Texas, and New Mexico on its annual goodwill tour, KANS put a mobile unit on the special train and broadcast highlights of the tour.

"Your consistent co-operation has made us truly 'radio minded', and we have found KEX the best radio buy in Oregon."

(signed) Arthur C. Cohen, Manager
Weisfield & Goldberg, Inc.
Portland, Oregon

Mr. Cohen knows whereof he speaks, because Weisfield & Goldberg, Inc., one of Portland's largest jewelers, are seasoned advertisers.

Their major advertising effort has been radio . . . the first year they used spot announcements . . . the second year they used a half hour "Amateur Show of the Air" . . . this year they have increased their program "Everybody Sing" to a full hour. As sales have increased, they have increased their time on Portland's most popular station . . . THAT'S SMART MERCHANDISING!

Let us show you how we can increase your business in the Oregon market.

KEX
PORTLAND
OREGON

1180 Kc—5000 Watts
NBC Blue Network

The Radio Stations of the Oregonian - KEX and KGW
are represented nationally by EDWARD PETRY & CO., INC.
New York Chicago Detroit San Francisco

CUT YOURSELF A SLICE OF AMERICA'S RICHEST EMPIRE

You Can Get A Share of East Texas by Appointing us Your Spokesman

KFRO
"Voice of Longview" - TEXAS

SAFETY PAYS—That's the title of a new series of programs on KVOR, Colorado Springs, in which Colorado's foremost crime authorities participate. In this picture, made in the office of the Chief of Police, are left to right: El Paso County Sheriff Sam Deal, Chief of Police Hugh D. M. Harper, Inspector of Detectives I. B. Bruce, and Hugh Terry, KVOR station manager. Both Chief Harper and Inspector Bruce are widely known as expert criminologists.

Freedom of Radio Lauded by Brown

FULL freedom of speech prevails on the radio in America today, Col. Thad H. Brown, FCC Telephone Commissioner and former member of the old Radio Commission, told the audience of WGAR, Cleveland, in an interview May 11 with Ted Hanna, great-grandson of the noted Senator Marcus A. Hanna who is now with the WGAR news bureau. Though radio has many faults, Col. Brown said, it "cannot be accused of political partisanship or of failing to give the people what most of them like to hear."

"Every person, after all, is his own radio censor, controlling his own dial," said the commissioner. "Then, of course, there is the Federal Trade Commission to regulate improper advertising and they are doing a very satisfactory job in outlawing offensive products and claims, if not actually stimulating the broadcasters to see that better advertising copy is written."

Asked if he believed in advertising support of radio, Col. Brown said: "There is only one other alternative—radio set taxes such as the British and most European countries impose. But over there the governments manage the radio, which manifestly means the parties in power control it. I think our American system is superior in that it is kept free from political control just like our newspapers. There must always be freedom of speech on the radio just as there is freedom of the press."

The commissioner declared that he was "not aware of any action either direct or indirect which would warrant any belief that the government intends, now or later, to censor or limit radio as an avenue of free speech."

CBS on May 5 declared dividends of 80 cents each on Class A and B stocks, payable June 11 to stock of record May 22. This is an increase of 60% over the 50-cent dividends previously paid.

Union Oil's Tieup

UNION OIL Co., Los Angeles, which sponsors *Thrills*, weekly half-hour dramatic serial on 9 NBC-Pacific Red stations and KGU, Honolulu, with Frederick C. Dahlquist producing, on May 1 started issuing a monthly four-page tabloid which is tied in with the series. Highly illustrated with drawings and pictures, it describes the thrills of the month from the broadcast presentations. Tabloid is distributed free from the service stations of the sponsor. Weekly series will probably be seen as well as heard, as a major Hollywood motion picture studio is negotiating with Union Oil Co. for the film rights to produce a series of shorts from the NBC serial.

Illinois Meat Series

ILLINOIS MEAT Co., Chicago (Broadcast Brand Corned Beef Hash), started sponsorship of *Famous Broadcast Rhymesters* featuring Eddie and Fannie Cavanaugh over WAAF, Chicago, May 10. Program is broadcast Monday through Friday from 1-1:15 p. m. and is picked up direct from the Crystal Studios in the Chicago Theater. The WAAF show is in addition to the Radio Gossip Club featuring the same stars over WBBM Monday through Friday from 2-2:15 p. m. Illinois Meat Co. agency is George H. Hartman Co., Chicago.

Covers the Islands like the waters cover the sea.

KHBC
HILO, HAWAII

KGMB
HONOLULU , HAWAII
FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST

In Baltimore, it's
WFBR
NATIONAL REPRESENTATIVES
EDWARD PETRY & CO.

HEALTHY WINNERS
Southern Sponsor Airs Rules Of Children's Contest

CASH PRIZE of $100 for the healthiest looking boy or girl under 12 brought up on Alaga Syrup is being offered by Alabama-Georgia Syrup Co., Montgomery, Ala., sponsors of *Melody Meetin'* broadcast weekly on 10 stations in Alabama, Florida, Georgia and South Carolina. Contest rules require a photograph of the child, statement of age and how long the child has used the syrup—plus a label.

Contest began the first week of May after 14 weeks of *Melody Meetin'* programs featuring the *Four Ink Spots, Eddie Mathews, John Henry,* and *Uncle Ben Eatmore,* and all entries must be in by May 31.

Stations carrying the contest programs are WAPI, Birmingham; WALA, Mobile; WSFA, Montgomery; WFLA, Clearwater, Fla.; WIOD, Miami; WJAX, Jacksonville; WSB, Atlanta; WTOC, Savannah; WRDW, Augusta, and WCSC, Charleston. Fitzgerald Advertising Agency Inc., New Orleans, has the account.

WNYC, New York City municipal station, has joined the list of stations carrying educational broadcasts against venereal diseases, once a taboo subject on the radio.

WJTN, Jamestown, N. Y., which on May 14 was to join NBC, will carry the famous Chautauqua lectures and musicals during the present summer season.

Right Off the Press!

The most helpful book ever written on the new technique of radio writing. "Firing line" chapters and "Do's and Don't's" on practically every phase of writing.

DO'S AND DON'TS of RADIO WRITING

by Ralph Rogers, President, Associated Radio Writers; Director, Radio Courses, Boston University. Every word has been thoroughly tested by hundreds of writers who have worked under direction of the author. $1

Sample Scripts

Professionally prepared scripts in this book are alone worth more than the price of this handy, practical, boiled-to-the-bone working guide. Send ONE DOLLAR for your copy today.

ASSOCIATED RADIO WRITERS, INC.
137 NEWBURY STREET
BOSTON, MASS.

YOU WILL AGREE!!

★ That a 50% increase in National business for the first three months of 1937 over the corresponding period of last year is good.
★ That Showmanship builds your audience.
★ That C B S programs hold your audience.
★ That serving without local competition is a direct advantage.
★ That immediate results mean a responsive audience.

WACO
WACO, TEXAS
National Representatives - HEARST RADIO
NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES - DALLAS

Milwaukee Station Using Apex Band Tells of Results

W9XAZ, With Own Schedule, Is Checked by Spotters

THE EXPERIMENT with ultra-high frequency program origination in Milwaukee is bearing fruit. W9XAZ, the *Milwaukee Journal* apex station, operating on a frequency of 26.4 megacycles, has had its own independent schedule since last December. Before that it had been repeating WTMJ programs.

Special events such as boxing matches, basketball games, banquets and concerts have been broadcast exclusively over W9XAZ, with Russ Winnie, popular WTMJ sportscaster, or some other WTMJ announcer at the microphone. The entire Marquette U. basketball schedule, not carried on any other station, was broadcast on the shortwave station. Special transcription programs also are used.

Research in this field of radio activity has been encouraged by the FCC to determine public reaction to high-frequency broadcasting. The *Milwaukee Journal* feels that in order to determine more fairly and accurately the possibility of practical application of this spectrum in a private service, it is necessary to operate its shortwave station independent of WTMJ. Thus W9XAZ has an identity of its own.

Technical Director D. W. Gellerup has arranged for periodical checkups of program and signal quality with a large corps of "spotters". Each week they send in their reactions to W9XAZ activities.

With 500 watts on 26.4 megacycles or 11 meters, W9XAZ has a service radius of 25 miles. In this area there are about 5,000 sets capable of receiving this high-frequency signal. Only in the last few years have standard model receivers been built to reach this spectrum. W9XAZ is one of the few stations in the country with proved high fidelity. Its distortion from microphone input to transmitter output is only 2½%. Frequency response is flat from 20 cycles to 17,000 cycles within one decibel. Long line tuning is used in the final amplifier by means of two parallel tubes 15 feet long. This does away with coils.

The W9XAZ sky wave does some funny tricks. Its signal in Los Angeles is stronger than that of the local ultra-high frequency transmitter. Reports of good reception have come in from all over the world, especially from England and New Zealand.

The *Milwaukee Journal* has helped to promote listeners for W9XAZ by running frequent articles in its radio columns. Recently a contest was conducted among radio listeners and amateur operators for the best working model of a converter so that the 26.4 mc. broadcasts can be heard on average sets. Schematic diagrams of the two winning models were published in the paper and immediate interest was created. Radio parts stores advertised "official W9XAZ shortwave converter kits" and a department store made inquiries to have the equipment manufactured on a volume basis.

While it is obviously impossible to claim a large potential audience for W9XAZ at the present time, the *Milwaukee Journal* feels it will soon be in a position to furnish more specific data in this phase of ultra-high frequency research, its management states. If actual practical use is made of this spectrum in the future, the *Journal* will have benefited by its experience in pioneering with apex broadcasting.

Surprise Debut

JAMES MIDDLEBROOKS, CBS construction engineer in San Francisco to supervise construction of the new KSFO transmitter at Islais Creek, recently went on the air for the first time in 12 years. While describing the work in progress at the transmitter site on a special KSFO broadcast, Bob Drumm, special events producer, asked Middlebrooks a question and before the latter realized it he was giving an interview. Middlebrooks, although on many occasions asked to speak for the microphone, had never before been heard on the air, even in station identifications while testing.

Walker Is Named Chief Of FCC Hearing Section

RALPH L. WALKER, transferred two weeks ago from the examiners' staff of the FCC to the Law Department, has been made chief of the Hearing Section of the Broadcast Division of the latter department, it was announced May 11 by Hampson Gary, general counsel. Reporting to assistant general counsel George B. Porter, Mr. Walker heads a group of lawyers appearing at broadcast hearings for the FCC. The Hearing Section also embraces investigation and prosecution of criminal proceedings for the FCC. The post is a newly-created one.

Mr. Walker

Mr. Walker has been with the FCC since its creation and was one of the first attorneys on the old Radio Commission, having joined it in 1928, a year after it began operation. Coincident with his transfer to the Legal Department last month, Tyler Berry, attorney in the Law Department, was transferred to the examiners' staff.

Catalina Promoted

WILMINGTON TRANSPORTATION Co., Avalon, Santa Catalina Island, Cal., on May 22 starts for six weeks on KNX, Hollywood, the first commercial radio exploitation of the island as a resort center in seven years, using a daily quarter-hour *Man on the Street* broadcast from various points of interest around Avalon. St. Catherine Hotel and the Casino dance pickups will be carried in addition. Agency is Neisser-Meyerhoff Inc., Los Angeles.

WJBK

THE LEADING LOCAL INDEPENDENT STATION IN DETROIT

FACTS...

175,000 cigar bands in a twelve week period

8,000 letters from three baseball broadcasts

"FACTS FOR THE ADVERTISER"

tells the WJBK story and will be sent on request.

WJBK

JAMES F. HOPKINS, *Manager*

ROESLER & HOWARD, *Foreign Language Representatives*

PREFERRED in WICHITA and its TRADE TERRITORY

K-A-N-S

WICHITA, KANSAS

America's BEST FOREIGN LANGUAGE STATION

WBNX NEW YORK

1000 WATTS DAY AND NIGHT

Local Group Now Turns To FCC Hearing June 23 To Balk Sale of KTHS

THE local court having recently upheld the right of the Hot Springs Chamber of Commerce to sell KTHS for $75,000 to Radio Enterprises Inc., headed by Col. Tom H. Barton, [BROADCASTING, April 15], the Hot Springs city council has authorized Mayor Leo P. McLaughlin and City Attorney A. T. Davies to intervene before the FCC at the hearing scheduled for June 23 against the application for transfer of ownership and removal of the 10,000-watt station to Little Rock.

The city council unanimously adopted a resolution declaring the removal of KTHS would lead to "an inequitable and unfair distribution of radio facilities in Arkansas". Suit against the sale had been brought by Chamber of Commerce members disputing the right of the board of governors to sell, but Chancellor Dodge of Little Rock sustained the sale as legal.

Col. Barton, who also owns KARK, Little Rock, and KELD, El Dorado, is a prominent Arkansas oil man. His Radio Enterprises are managed by Ed Zimmerman, formerly with NBC station relations. This company has also applied for a new 100-watt daytime station on 1310 kc. in Hot Springs, presumably to replace KTHS, and another applicant for the same facilities is Associated Arkansas Newspapers Inc., publishing the local newspapers. A hearing before an FCC examiner on these applications has also been set for June 23.

Radio Directors Propose To Form an Association

A NEW organization, tentatively called the American Association of Radio Directors, designed to afford an opportunity for production directors from advertising agencies and stations to exchange ideas and techniques, will hold its first meeting in New York on May 16.

In a letter sent out by Charles Martin, director of radio for the Biow Co., to program directors of agencies and network stations in New York, the organization is described as intended to function in much the same manner as the American Medical Association does, with individuals turning over their discoveries to their colleagues for the good of the profession. Another aim, Mr. Martin told BROADCASTING, is to set up a clearing house to stagger rehearsal periods so that desired talent will be available for as many programs as possible. Any one actively engaged in directing network programs is eligible for membership, he stated.

Oregon State Sponsors

OREGON STATE Highway Commission, Portland, to call attention to the advantages of living in that state, on May 16 only, will sponsor *The Oregon Trail* musical program, with the Portland Ad Club Glee Men, and a 15-piece orchestra, on 6 CBS Pacific Coast and Mountain stations (KVOR, KLZ, KSL, KFBB, KGVO, KOH), and KOY, Phoenix, Sunday, 1:30-2 p. m. (PST). Agency is Botsford, Constantine & Gradner, Portland.

Hearings on Copyright Measures

(Continued from page 11)

branch of the American Bar Association in Washington May 5 on copyright. He tore into ASCAP as he has done several times before, labeling it as a monopoly and the most effective lobby in Washington. He predicted passage of the bill in the Senate and also asserted that the sub-committee of the Senate Foreign Relations Committee, considering the treaty which would permit American entry into the International Copyright Conference at Rome, would report favorably on ratification of that treaty.

At the last session the full committee reported favorably on the treaty but then withdrew that action because the Duffy Bill, a necessary companion to the treaty, since it would open the way for American entry, had not negotiated the congressional course.

In addition to Senators McAdoo and Duffy, other members of the Senate Patents Committee are Smith, South Carolina; Brown, Washington, and Radcliffe, Maryland (Democrats); Norris, Nebraska, Progressive Republican, and White, Maine, Republican.

Duffy Assails ASCAP

In his address before the Section of the International and Cooperative Law of the Bar Association, Senator Duffy swung vigorously at ASCAP, charging it with an "insolent and arrogant manner". He based its opposition to the international treaty and to the Duffy bill upon the provision that the law be amended to eliminate the $250 minimum damages in case of infringement. He cited a series of examples in his state where ASCAP had demanded license fees from small stores, dance halls and the like asserting that there was no limit to the amount they charge. "All the traffic will bear," he said, was the only limitation.

Explaining he has reintroduced his bill this session, Senator Duffy said it seeks to eliminate the liability of the receiving set owner, unless the broadcast received constitutes the whole or a portion of that for which customers directly pay. The dance hall would continue to be liable, for music is the essence of the service for which charges are made, he declared, but the barber shop, the boarding house, the taxicab driver and others using it in a merely incidental way would no longer be deemed to be engaged in a public performance for profit.

"The bill leaves the amount of damages for infringement to the good judgment of the court, rather than to fix it in terms of dollars, but provides that the court must award damages sufficient to prevent the continuance of infringements," he said.

"From whatever experience we approach the present situation in this country in respect of copyright, there would seem to be one conclusion that is inescapable—the world-wide interests of American authors, publishers, motion-picture producers and broadcasters demand the development of uniform law universally applicable. The Convention for the Protection of Literary and Artistic Works supplies such uniformity in most countries in respect of the primary elements of copyright protection.

"I am convinced that the United States, once a member of this Union, will exercise an influence it has hitherto lacked and possess a means not hitherto taken advantage of, to promote the interests of its people and stimulate the growth of international good will in yet another sphere of world life."

WPA Music Project programs are denied airing in San Francisco, the board of directors of the American Federation of Musicians, Local No. 6, having ruled that no broadcasting by WPA music groups will be tolerated.

Bottle Campaign

GLASS CONTAINER ASSOCIATION, New York, will use radio and newspapers to advertise the Steinie beer bottle that has been adopted by a score of breweries in the Greater New York area. A quarter-hour musical program, *The Steinie Bottle Boys*, will start May 18 on WEAF, New York, to be broadcast each Tuesday and Thursday evening. A contest offering two trips to California and nine cash prizes for the best letters of 50 words or less on the topic "I prefer my favorite beer in a Steinie bottle because . . ." will be conducted in connection with the campaign. United States Adv. Corp., Toledo, is handling the advertising.

Sell it to Cohen

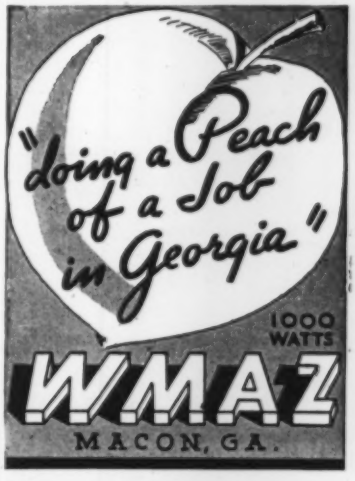
Thru—

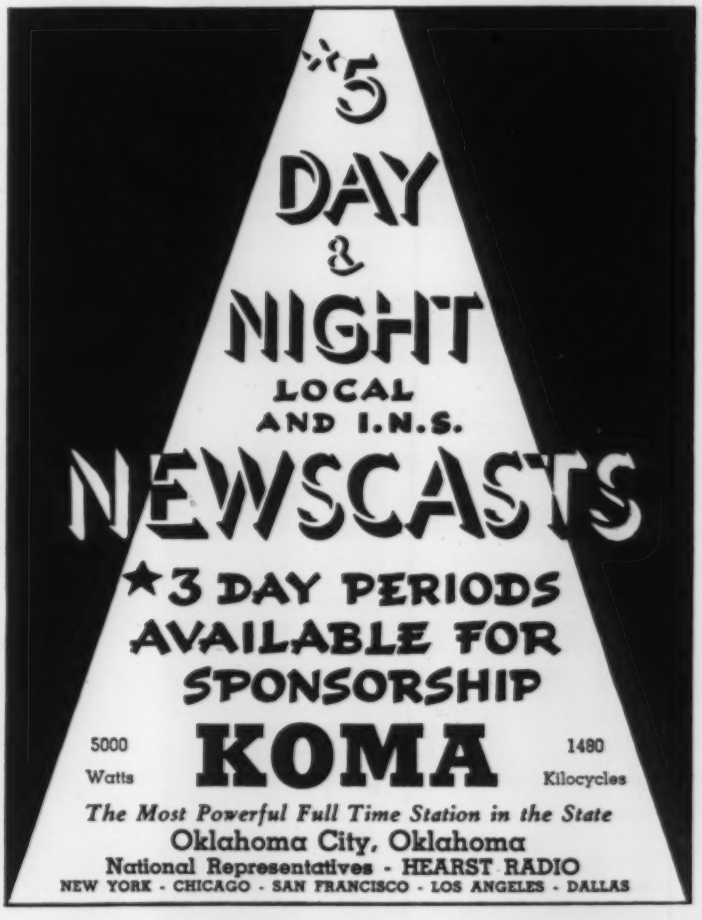
WLTH Jewish Radio Station

New York's . . .
Quickest Approach
To The
Jewish Market *

2 million Jews
live in N. Y. C.

SAMUEL GELLARD
WLTH, 105 2nd Ave., N. Y. C.
Roosier and Howard, National Rep.





Tested
TRANSCRIPTIONS
FOR THESE
8
TRADES

BAKERIES
LAUNDRIES
JEWELERS
USED CAR DEALERS
LOAN COMPANIES
OPTOMETRISTS
CREDIT CLOTHIERS
DRY CLEANERS

26, Half-Minute Skits for Only $26

Why bother with the usual, listless straight announcements? Here are eight series of ½ minute action and drama announcements used successfully by hundreds in these industries. Each one requires only one minute of radio station time. The first 30 seconds are devoted to a lively transcribed dramatic situation. The second half-minute is for your own commercial made by the station announcer. These transcriptions have produced amazing results for hundreds of users. They can do the same for you.

Radio Programs Division
Walter Biddick Company
568 Chamber of Commerce
Los Angeles, California

SEND FOR SAMPLE RECORD

GENTLEMEN: B

Send me presentation records of the following for which I will deposit $1.50 each:

_____BAKERY SKITS
_____USED CAR SKITS
_____LOAN SKITS
_____LAUNDRY SKITS
_____OPTOMETRIST SKITS
_____CREDIT CLOTHING "
_____DRY CLEANERS "
_____CREDIT JEWELERS "

It is understood any deposit paid will be refunded upon return of records prepaid within 30 days.

NAME _____

ADDRESS _____

CITY _____

STATE _____

Account Executive Buys Radio

(Continued from page 13)

that is on its way out. All of these things or some of them might happen, and many others. It takes a stout heart and plenty of showmanship to put over an unknown. It takes a fat purse and sound handling to present a big name.

Then there are the idea programs, the variations of the amateur shows like *The Man on the Street, We, the People,* the community sings, and so on. No name talent, but needing time to develop.

So for a short campaign in the evening, buy a big name. But if a second best artist has to be used, it would be safer to present that artist through a show idea or a compelling merchandising stunt to catch the public quickly. For the long haul, if you can't afford to buy big name, take a look at many programs that are doing the job with secondary names. They have show ideas or personalities that were unknown in the beginning, but were developed into valuable property.

With daytime programs there are no such problems. The story is the feature. Even the performer who plays the leading role may be changed at no great risk, because the audience is primarily interested in the story.

Know Your Medium

What special problems must the advertiser be prepared to face if he decides to use radio advertising?

I believe that these so-called special problems are the result of a lack of knowledge of the medium and how to use it. True, there are problems in radio, but no more so than with other media.

Let us consider position. During the best hours advertisers are competing with each other for the listener's favor. Let us say that 9-9:30 p. m. is available. What is the program competition? If my program features Joe Glutz' Symphonic Dance Orchestra, does it happen that Guy Lombardo by any chance is opposite me? Or if I am presenting the Mighty Selinger Players, do I have to compete with Fred Allen or Rudy Vallee?

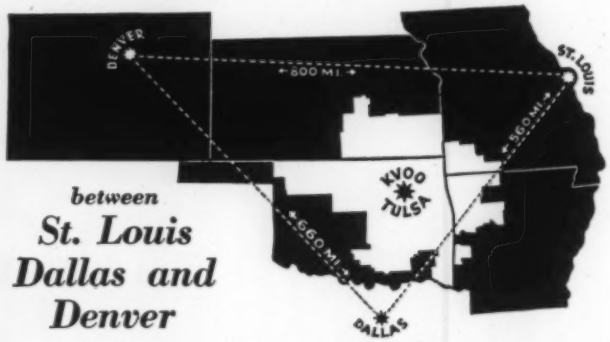
Competitive Time Factor

In looking at an available time period, the competitive factor is most important and, of course, make sure that your direct competitor does not happen to be opposite. Take a look at the preceding and following programs. They are both contributory factors to audience. If the preceding program happens to be a dud, it might hurt you; if the preceding program is a live show, it will help you.

There are the questions of how late may one go on the air and still do a job, and what day of the week, and many other similar questions, all of which are answered in readily obtainable statistical information.

I would say as a special warning and a conclusion: Try to avoid that big problem No. 1 with reference to the program. Try not to go into the show business. It's fatal.

THE MOST
POWERFUL
STATION



between
St. Louis
Dallas and
Denver

Covers the Heart of the Triangle

25,000 WATTS
NATIONALLY CLEARED CHANNEL
COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

K V O O
"THE VOICE OF OKLAHOMA"—TULSA

TRANSRADIO'S SUIT IS NEARING TRIAL

THE SUIT of Transradio Press Service Inc. and Radio News Association Inc. against two networks (NBC and CBS), three new services (INS, UP and AP), the American Newspaper Publishers Association and 11 individual officers of these companies, has been placed on the reserve calendar of the District Court of the United States in New York City for May 24, which means that it will probably come to trial sometime within the next month.

Filed two years ago, at the time of the formation of the Press Radio Bureau, the suit charges violation of the Clayton, Sherman and Federal Communications Commission acts on the basis that the defendents conspired to eliminate competition, and asks for damages of $977,500 for Transradio and $192,500 for Radio News Association. All defendants denied the charges in their replies.

Also pending is an individual trade libel action filed by Transradio against United Press, whose answer to the charge is due on May 25. In this suit Transradio asks $50,000 damages for alleged libelous and untrue statements contained in a letter sent out by UP to a number of midwestern stations in February of this year, which stated that Transradio had lost seven stations in that area during the preceding six months and contained a list of stations now using UP service which it said had formerly subscribed to another service but found it inadequate and so changed to UP. Isaac W. Digges is counsel for Transradio in both suits.

Almon Dessert Test

ALMOND PRODUCTS Co., Glendale, Cal., to promote consumers' interest in its Almon powdered dessert, for the first time is using radio, having started May 10 for 35 weeks, four times weekly, a quarter-hour transcription program *Adventure Bound* on KECA, Los Angeles. Series is directed to children, with maps, charts, club memberships and various other merchandising tie-ins offered in return for an Almon carton top. Agency is Charles H. Mayne Co., Los Angeles.

HAVING completed his NBC-Blue engagement for Spuds on May 8, Ed Wynn, the comedian, announced he was backing a new musical show on Broadway. It will be called *Hurray for What* and rehearsals are planned for September.

SWEETEST PERFUME IN THE WORLD

.. EXHAUST GAS

● There be some, we're told, who wrinkle their effete noses at the pungent aroma of the exhaust. But to those with a nose for sales, the exhalation from a street full of moving automobiles makes the sweetest perfume in the world. For exhaust gas is as frankincense and myrrh to the market-wise advertiser.

More cars mean more money—for everything. Chicago leads the United States in new car sales, and WBBM leads in Chicago in automotive advertising, carrying ***more local automotive advertising than all other major stations combined . . . six times as much as its nearest competitor.***

This can't be guesswork on the part of Chicago's astute automotive advertisers, either, for every automotive account on WBBM is a renewal—proof that WBBM gets results.

WBBM

50,000 WATT KEY STATION OF THE COLUMBIA BROADCASTING SYSTEM

CHICAGO

Represented nationally by RADIO SALES, a division of the Columbia Broadcasting System: New York, Chicago, Detroit, Los Angeles, San Francisco

Fashions in Salesmanship: 1897

Of course you remember the drummer! He was a card, all right. Funny? He was the panic of the Pullmans! And personality? Why, he knew the first names of eighty-two buyers in seven states. And speaking of states, history was made the year he covered all the key cities of Ohio in just two weeks flat. *That* was traveling—in his day! He sold the retailers all right—when he got around to them. But he wasn't much help with the consumer. After all, he could be in only one place at a time. Nor was selling the consumer *and* the retailer at the same time done in those days. But he was a good fellow and his customers liked him (he *could* talk!)—even if they did see him only once or so a year.

A radio message from Colum

FASHIONS IN SALESMANSHIP: *1937*

"Ladies and gentlemen! We give you... The Fashion Frolic... sixty minutes of..." So speaks today's salesman—to millions of customers and retailers at once, often calling on as many as ten million prospects in a half-hour. But, you ask, "How can anyone sell *fashions* by air?" Why not? You want to sell the *comfort* of a Palm Beach suit—the *style authority* of an Arrow Shirt—the *long wear* of Interwoven Socks. You're selling *ideas*. Radio's brilliant record is based on just that. You can sell fashions by radio exactly as automobiles, refrigerators and even world-cruises are sold today...by the winning authority of the human voice. And by putting authority itself on the air!

COLUMBIA BROADCASTING SYSTEM

...ginally presented to the Apparel Industry

XUM

Television Is Principal Topic At IRE's Silver Anniversary

Notables of Engineering World Go Into Technical Phases of the Art; Eclipse Plans Described

TELEVISION was the major topic of discussion at the Silver Anniversary convention of the Institute of Radio Engineers, at the Pennsylvania Hotel, New York, May 10-12. The complete Wednesday afternoon session and an additional paper on Tuesday morning—a total of seven out of the 30 papers presented at the three-day meeting — were devoted to this most recent field of radio engineering development. All of the television papers were read by members of the staff of RCA Manufacturing Co.

Following the official welcome by H. H. Beverage, president of the Institute, the more than 1,000 engineers present got right down to their business of hearing their colleagues describe the results of their work in every phase of radio engineering. Lloyd Espenschied, of the Bell Laboratories, reviewed the origin and development of radiotelephony from its crude pre-war days to its present high stage. Ralph Bown, also of Bell Laboratories, traced the growth of transoceanic radiotelephony and discussed the possibility of bunching messages for transmission en masse on a single wave as telephone messages are now sent on the many wires of a single cable. He said that engineers are visualizing the grouping of many circuits into a single wave which can be sent out from one transmitter and received on one receiver to avoid duplication of apparatus and wave lengths.

Shortwave Progress

The development of shortwave transmitters from the first portable unit whose antenna was carried by two men to the new "beer mug" transmitter, a complete broadcasting unit weighing less than eight pounds, was detailed in a paper by W. A. R. Brown, assistant development engineer, and George O. Milne, eastern division engineer, of NBC. Brown told of the advances which have enabled radio to enter the airplane, submarine, athletic arenas and other fields where wires could not be easily strung, while Milne dealt with the increasing number of short and ultra-shortwave transmitters necessary for modern broadcasting, which "may be called on to originate broadcasts over distances varying from a few feet to several thousand miles." Milne also told of the transmission problems for the eclipse broadcast of June 8 from Enderbury Island in mid-Pacific.

"Here, because of the great distance involved and the unknown conditions which will take place during the transition from daylight, through a total eclipse of the sun and back to daylight," said Milne, "it was necessary to have a transmitter of sufficient power to cover the distance and one which would also operate on various frequencies between 3,000 and 18,000 kilocycles because of difference in daylight conditions.

"In this case the ship will be located a few miles off shore as there are no landing or harbor facilities and the programs which originate on the island will be transmitted to the ship for relay to the States. The transmitter on shore will be a 25-watt ultra-high frequency type which operates on the relay broadcast frequencies between 30 and 40 megacycles. It was determined to use the ultra-high frequencies for this short jump because the program location is only a few hundred miles south of the Equator. Static conditions at this point are very bad. Static interference is much greater in the lower frequencies than in the ultra-high frequencies."

Other papers dealt with a multiple unit steerable antenna for short-wave reception which, by focusing the antenna to meet the radio wave, can greatly reduce static and fading in foreign broadcasts; a device for maintaining higher program level without circuit overloading; the characteristics of the ionosphere and their application to radio transmission and similar discussions of engineering theory and practice.

At the television session Dr. V. K. Zworykin, RCA inventor, described the "Kinescope" tubes used in projecting television images and the "Iconoscope" used as a television pickup device. The problems of securing images of adequate size, the cathode-ray beam scanning, the control of brightness in outdoor television pickups, and methods of studying "Kinescope" resolution were also discussed during this session. [See story on page 89.]

Among Those Present

Included among the first day registrations were the following broadcast station engineers: John Adams, KGKO; Robert D. Avery, WDBJ; Thomas S. Baker, Hearst Radio, Inc.; Lt. Alfred Lee Bertold, WTMV; Glenn G. Boundy, WWVA; Ralph H. Carpenter, WBCM; Henry I. Dobbs, WQXR; Frank D. Fallain, WFDF; Robert A. Fox and Edward L. Gove, WHK-WJAY; Andrew Friedenthal, WJR; Wm. J. Kotera, WOW; John J. Long, Jr., WHAM; Paul A. Loyet, WHO; Karl H. Martin, KXBY; Joseph Herold, WOW; Walter R. Hoffman, WWJ; A. R. Moler, KMBC; Adolph W. Oschmann and Glenn C. Ornstine, WQAN; Eugene G. Pack, KSL; R. Norris Pierce, WGAR; George F. Platts, WLW; J. R. Poppele, WOR; I. B. Robinson, Yankee Net; Irving Vermilya, WNBH; Nicholas J. Zehr, KWK; R. Bruch, WGR-WKBW; Frank J. Bleil, G. C. Hutcheson and V. N. James, CBS; A. H. Saxton, R. H. Owen, H. C. Luttgens, S. E. Leonard, W. J. Purcell, A. E. Johnson, J. R. DeBaun, Carl G. Duetsch, William S. Duttera, William A. Fitch, Lester A. Looney, John L. Seibert, Philip H. Sullivan, Edwin C. Wilbur, all of NBC.

Exhibitors included United Transformer Corp., The Daven Co., Clarostat Mfg. Co. Inc., Cornell-Dubilier Corp., General Radio Co., Isolantite, Inc., National Carbon Co., Inc., Premier Crystal Labs., Inc., RCA Mfg. Co., Inc., Graybar Electric Co., Tobe Deutschmann Corp., Boonton Radio Corp., Lepel High Frequency Labs., Inc., The Triplett Electrical Instrument Co.

On May 11 J. R. Poppele, chief engineer of WOR, was host to a large group of delegates and their wives who visited the station's high fidelity transmitter at Carteret, N. J., and the same evening CBS invited the conventionists to the *Al Pearce and His Gang* broadcast from Columbia Playhouse Number One. Groups also visited A. T. & T.'s "Long Distance Building" and the RCA plant at Harrison, N. J.

Members of the IRE Convention Committee included Harold P. Westman, secretary of the Institute, Chairman; Austin Bailey, AT&T; E. K. Cohan, CBS; Alfred N. Goldsmith, consulting engineer; C. W. Horn, NBC; L. C. F. Horle, consulting engineer; J. R. Poppele, WOR; Harsden Pratt, Mackay Radio; William Wilson, Bell Telephone Labs.; B. J. Thomson and A. F. Van Dyck, RCA; and J. D. Crawford and Mrs. J. S. Rhodes, IRE staff.

IRE Medal Awards

THE Medal of Honor for 1937 of the Institute of Radio Engineers, betokening distinguished service to radio communication by "one who has been responsible for an important advance in the science or art," was awarded during the New York convention to Melville Eastham, since its founding in 1915 president of General Radio Co., Cambridge, Mass. The award particularly recognized his pioneer work in developing radio measuring instruments and technique. The Morris Liebmann Memorial Prize, awarded for his improvements in the efficiency of r.f. power amplifiers, went to William H. Doherty, of the Bell Laboratories.

Mr. Eastham

Sound Effects

(From Life)

Extensive Library—
Approximately 500 effects

Custom - Built Transcriptions
Commercial Plating
Duping and Pressing

Write Us Your Needs

Gennett Records
(Div. of The Starr Co.)
Richmond, Ind.

Make this YOUR "FIRST STEP" *in Dixie*

The Carolina Combination . . . WIS and WPTF . . . sold at one low rate . . . makes an ideal "first step" for building your market in Dixie. These twin stations intensely cover the rich cotton-tobacco area of the two Carolinas and offer a double market coverage . . . a double testing ground . . . and double results for a single low price: Your best, "first step" in Dixie.

Sold at one low rate

The CAROLINA COMBINATION

WIS COLUMBIA, S. C. 5000 WATTS NBC

WPTF RALEIGH, N. C. 5000 WATTS NBC

Represented by Free & Peters, Inc.

Two Way Communication

Inter-'phones, office to office, studio to studio, house to garage, shipping depts. and hundreds of other uses. Positive in operation. Simple to install. Modern in appearance. Any number of phones on same line. List price $15 per station. Dealers and jobbers write for discounts.

Universal Microphone Co. Ltd.
Box 299 Inglewood, Calif., U. S. A.

WFIL
560 Kc.
PHILADELPHIA'S MOST POPULAR STATION
NBC BLUE - MUTUAL

What is this thing called

"SHOWMANSHIP"?

"The exhibition of things to advantage," says staid Webster's. But it seems to us that showmanship, like patriotism, has had many a crime committed in its name.

We have an idea that whatever it is it serves the public with something it wants. Here's how we have interpreted it lately:

March 25, 1937. Roger Baker introduces the rookies on the Buffalo Bison roster with a special "man-on-the-playing-field" broadcast direct from Plant City, Florida.

April 3 to 9, 1937. Roger Baker gives Buffalo baseball fans a preview of the 1937 edition of the Bisons in six training camp baseball game broadcasts from St. Petersburg, Haines City, Orlando and Plant City, Florida.

April 14, 1937. BBC cancels and shifts commercial programs to bring Western New York listeners the inspiring installation of Patrick Cardinal Hayes of the Right Reverend James Aloysius Duffy as Bishop of the Roman Catholic Diocese of Buffalo.

May 1, 1937. University of Buffalo students "Move Up" and stage monster parade through downtown Buffalo. BBC ultra-short-wave equipped truck brings fathers, mothers, uncles, aunts, brothers and sisters of the 3000 undergraduates a "play-by-play" description of the show.

April 29, 1937. Joint Charities and Community Fund Campaign launched with mammoth all-star radio show in 106th Armory. Only BBC broadcast the entire three and one-half hour performance.

And so it goes on the BBC calendar.

What does this mean to advertisers, large or small? Only this . . . Western New Yorkers have come to know that they must stay tuned to the ends of the dial to keep up with everything that is happening. They have come to know WGR and WKBW as local stations with the interest of Western New York first and foremost. If you want to reach these people you need the stations they call their own. Let us tell you more about this local dominance.

WGR *. . . The Ends of the Dial . . .* **WKBW**

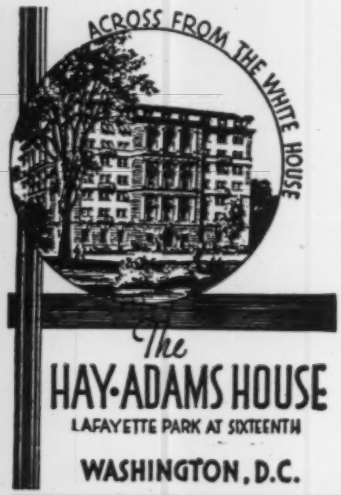
Owned and Operated by Buffalo Broadcasting Corporation
Represented by Free and Peters, Inc.

IN WASHINGTON

RADIO EXECUTIVES prefer the location and smart surroundings of this distinctive hotel. Write or wire for reservations.

Rooms—

Single from $3.00
Double from $4.50
Completely Air-Conditioned



The HAY-ADAMS HOUSE
LAFAYETTE PARK AT SIXTEENTH
WASHINGTON, D.C.

NETWORK ACCOUNTS

(All times EDST unless otherwise specified)

New Business

SKOL Co. Inc., New York (Skol antiseptic), on May 11 started for 52 weeks *The Hollywood Girls* on 17 MBS stations (WOR, WGN, CKLW, WAAB, WBAL, WFIL, WOL and 10 Don Lee California stations), Tues., 8:15-8:30 p. m. (PST). Agency: Peck Adv. Agency Inc., N. Y.

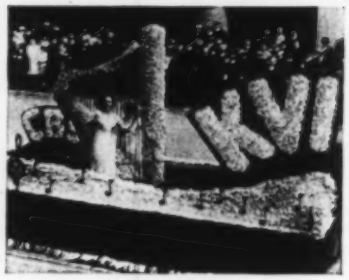
REV. CHARLES E. COUGHLIN, Royal Oak, Mich., starts 26 one-hour programs, Sundays, *National Children's Hour*, conducted by Father Coughlin, ending Oct. 10, on 13 Colonial stations. Placed direct.

SYLMAR PACKING Corp., Los Angeles (canned and bottled food products), on May 25 starts for 52 weeks *Cassandra*, dramatic serial, on 6 CBS-Pacific Coast stations (KNX, KSFO, KOIN, KOL, KFPY, KVI), Tues., 5-5:30 p. m. (PST). Agency: Pacific Market Builders, Los Angeles.

A. J. KRANK Co., St. Paul (cosmetics & shaving cream), on May 26 starts for 52 weeks *Lloyd Pantages Covers Hollywood*, on 6 CBS-Pacific Coast stations (KNX, KSFO, KOIN, KOL, KFPY, KVI), Wed., 7:30-7:45 p. m. (PST). Agency: Milton Weinberg Adv. Co., Los Angeles.

DRUMS, Inc., Detroit, Mich. (Drums cleaner), on April 22, started 13 fifteen-minute programs on Thursdays: *Chandler Chats*, pick-up from WHN, New York, on 12 Colonial Network stations, originating from WAAB, Boston. Agency: C. C. Winningham, Inc., Detroit.

RELIANCE MFG. Co., Chicago (Big Yank shirts), on June 14 starts five-minute participation, 12 times only, in *Rise & Shine* on 10 Mutual-Don Lee stations, Mon. thru Fri., 6:30-7:45 a. m. (PST). Agency: Mitchell-Faust Adv. Co., Chicago.



KVI'S FLOAT—Made up of more than 30,000 fresh daffodils contributed beauty and music to the annual Daffodil Festival in Tacoma last month. Harp music came from a concealed loud speaker. The Puyallup Valley is famed as America's leading bulb-growing center.

J. W. MARROW Co., Los Angeles & Chicago (Mar-O-Oil Shampoo), on May 5 started for 30 weeks *Mar-O-Oil Movie Magazine*, with Hedda Hopper commentator, on 7 NBC-Pacific Red stations (KPO, KHQ, KOMO, KGW, KFI, KDYL, KOA) Wed., 1:30-1:45 p. m. (PST). Starting May 26 switches to 9-9:15 p. m. (PST). Agency: Janes-Morton Inc., Los Angeles.

CALIFORNIA BUILDING & LOAN ASSN., Los Angeles, on May 4 started for 13 weeks *Romance of California* on 4 Don Lee stations (KHJ, KFXM, KVOE, KGB), Tues., 9:30-9:35 a. m. Wed., 2:55-3 p. m.; Thurs., 9:15-9:20 p. m. (PST). Agency: Elwood J. Robinson Adv. Agency, Los Angeles.

MOORE ELECTRIC Co., San Francisco (refrigerators), on May 7 started for 13 weeks *Merrymakers* variety show on 10 Mutual-Don Lee stations (KHJ, KGB, KDB, KFRC, KFXM, KPMC, KDON, KGDM, KVOE, KXO), Fri., 9:45-10 a. m. (PST). Agency: M. E. Harlan Adv., San Francisco.

Renewal Accounts

PILLSBURY FLOUR MILLS Co., Minneapolis (Pillsbury Best Flour), on May 31 renews *Today's Children* for 52 weeks on 35 NBC-Red stations, Mon. thru Fri., 10:45-11 a. m. Agency: Hutchinson Adv. Co., Minneapolis.

MANHATTAN SOAP Co., New York (Sweetheart Soap), on June 1 renews *The Wifesaver, Allen Prescott's Advice to Housewives*, on 14 NBC-Red stations, Tues., Thurs., 11:45 a. m.-12 noon. Agency: Peck Adv. Agency Inc., N. Y.

CARDINET CANDY Co., Oakland, Cal., (candy bars), on June 6 renews for 13 weeks *Sunday Night Editor* on 5 NBC-Pacific Coast stations, KPO, KHQ, KOMO, KGW, KFI, Sun., 9:15-9:30 p. m. (PST). Agency: Tomaschke-Elliott Inc., Oakland.

U. S. TOBACCO Co., New York, on May 31 renews *Pick & Pat* on 50 CBS stations, Mon., 8:30-9 p. m. Agency: Arthur Kudner Inc., N. Y.

Network Changes

PROCTER & GAMBLE Co., Cincinnati (Ivory Soap), on May 21 moves *Vic & Sade* from 3 NBC-Red stations, Wed., 7:45-8 p. m., to 21 NBC-Red stations, Fri., 10:45-11 p. m.

PROCTER & GAMBLE Co., Cincinnati (Chipso), on May 3 moved *Personal Column of the Air* on NBC-Red, Mon. thru Thurs., from 2:45-3 p. m. to 4:15-4:30 p. m., adding WTIC, Hartford, and WBEN, Buffalo, but losing WWJ, Detroit.

WELCH GRAPE JUICE Co., Westfield, N. Y., on April 23 added KFBK, KWG, KMJ, KERN to NBC network carrying *Irene Rich* Friday evening.

J. W. MARROW MFG Co., Chicago (Mar-O-Oil shampoo), on May 2 moved *Henry Busse Orchestra* on NBC-Red, from Wed., 4:15-4:30 p. m., to Sun., 11:45 a. m.-12 noon reducing network from 22 to 11 stations.

NORTH AMERICAN ACCIDENT INSURANCE Co., Newark, on April 29 moved *Gabriel Heatter*, news commentator, on 3 MBS stations (WOR, WGN, CKLW), from Sun., 9:30-9:45 p. m. to Thurs., 9-9:15 p. m.

Cabinet Firm Starts

DECORATIVE CABINET Corp., Brooklyn (E-Z-DO Storage Closet and E-Z-DO Moth Preventative Humidor) inaugurated its first radio campaign with a twice-weekly series of five-minute talks over WOR, Newark, by home economics authorities on spring and summer cleaning and home decoration. Additional spots in other sections of the country are being considered immediately, with Chicago specifically mentioned. The company has national distribution and manufactures a number of products. Featuring the giveaway of a 49-cent E-Z-DO moth preventative humidor on receipt of 10c to cover cost of postage and handling, the first six broadcasts drew 5,000 responses. Edwin M. Phillips & Co., New York, handles the account.

Listerine on Coast

LAMBERT PHARMACAL Co., St. Louis (Listerine) late in April inaugurated a six-week series of 100-word live announcements on two Don Lee stations, KHJ, Los Angeles, and KFRC, San Francisco. The announcements are broadcast five days weekly. Lambert & Feasley Inc., New York, is the agency.

Ripley to General Foods

GENERAL FOODS Corp., New York, will sponsor Robert L. Ripley in a summer series of his *Believe It or Not* dramatizations for one of its products, according to Benton & Bowles Inc., New York, one of the General Foods agencies. Product, network, time of broadcast and similar details have not yet been settled, agency states.

WABY

NBC BLUE OUTLET

COVERS

ALBANY • TROY • SCHENECTADY

Latest Census Retail Distribution

	No. Stores	Employes	Salary	Sales
ALBANY	2,256	9,620	$9,663,000	$79,742,000
SCHENECTADY	1,385	4,575	4,224,000	37,148,000
TROY	1,293	3,519	3,682,000	29,818,000
	4,934	17,714	$17,569,000	$146,708,000

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

FOR DOMINANT NEWS COVERAGE

NEWS
is your best bet
TRANSRADIO

BULOVA ADVANCES PLAN FOR NETWORK

WITH the approval May 4 by the FCC Broadcast Division of the voluntary assignment of WLWL, New York Paulist Father station, to Arde Bulova, watch manufacturer and broadcaster, plans are understood to be going forward for the formation of an Eastern Seaboard network. The Division acted favorably on the voluntary assignment without a hearing, approving the transfer for a reported figure of $275,000.

Since acquisition of the station, operating 15 hours a week on the 1100 kc. clear channel, negotiations are understood to be going forward for a shift in frequency whereby WOV, New York daytime station owned by the Bulova interests, would become a full-time station on the 1100 kc. channel. WLWL would be deleted, eliminating one station in the New York area. Associated with Mr. Bulova in the plan for a Seaboard network is Harold A. Lafount, former member of the Federal Radio Commission, who is supervising the plans [BROADCASTING April 15].

Edison Boosts Radio

EDISON ELECTRIC INSTITUTE, New York is promoting June as its "Electrical Gift Month" by releasing a brochure containing five-and ten-minute radio talks written by well-known home economists and directed to merchandisers of electrical equipment and their sponsorship of radio programs. The introductory page of the pamphlet which was sent to all local dealers stated that "the value of radio as an advertising medium in promoting the sale of products and services has been proved conclusively. Especially suited is radio to popularizing the use, convenience and economy of electric kitchen and table cookery appliances." These talks tie in with the June promotion of "Electrical Gift Month"—a cooperative, coordinated merchandising event designed to capitalize the valuable June bride market.

MILLER BREWING Co., Milwaukee (Miller's High Life Beer), is sponsoring quarter-hour resumes of baseball broadcasts nightly on WBT, Charlotte, at 10 o'clock. Deals for similar broadcasts on other stations are now pending. Roche, Williams & Cunnyngham Inc., Chicago, is the agency.

Movie Man for Television

Mr. Niblo

FRED NIBLO, the noted motion picture director who was responsible for such hits as *Ben Hur, Mark of Zorro, Three Musketeers etc.*, in early May joined the NBC Artists Service as coordinator of talent and television. He will also handle stage and screen contacts in the East under George Engles, vice president in charge of the Artists Service. The appointment is in line with other activities within the NBC organization in preparation for television, including the transfer of many of its young engineers from its various owned and operated stations to work in Radio City and study television technique.

Insurance Company Plans

GUARANTY UNION Life Insurance Co., Beverly Hills, Cal., which confined advertising activities to newspapers and magazines until April 5 when the organization started a test campaign on KMPC, that city, sponsoring seven days weekly a 5-minute *News Behind the Headlines* program, will extend the campaign nationwide on June 1. List is now being made up. Approximately 20 independent stations will carry the 5-minute live talent program at the start. List will be increased by early fall. Stodel Adv. Co., Los Angeles, is the agency.

Kate for Calumet

GENERAL FOODS Corp., New York (Calumet Baking Powder and Swansdown Cake Flour), will begin its nationwide CBS series of one-hour programs starring Kate Smith on Sept. 30. The program will be broadcast each Thursday evening from 8:00 to 9:00 (EST). No network broadcast is contemplated for these products during the summer. Young & Rubicam Inc., New York, is the agency.

NBC Not Shifting Office In West, Asserts Gilman

NBC does not plan removal of its western division headquarters from San Francisco to Los Angeles, despite its enlargement of facilities there, Don E. Gilman, NBC vice-president for the western division, declared May 10 upon his return from New York. He said Hollywood expansion does not mean that executive activity will be centered there. Because of the peculiar requirements in Hollywood, however, Mr. Gilman said, he would establish his office there and spend most of his time in that city during the next few months.

San Francisco will remain the main program, production and administrative factor in the Coast and national plans of the company, he said. "Just what division of responsibility may be forced by the rapid development of Hollywood as a program center, cannot be forecast at this time," he said "but I regret very much that stories should be circulated which indicate abandonment of the important offices of the company in the important city of San Francisco."

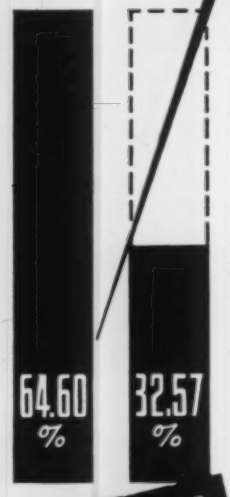
WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate
1,000 Watts
DOUBLED!
Population and Business
Summer brings throngs of tourists and part-year residents to cool Asheville and Western Carolina. A heavy PLUS business for you . . . with the aid of WWNC—sole blanket radio coverage!

THEY'LL BE COMIN' 'ROUND THE MOUNTAIN
. . . with $15,000,000!
● From the Middle and Southwest this summer they'll be coming . . . 400,000 of your best customers to enjoy cool vacations in the Pikes Peak region. Keep them customers of yours by keeping in touch with them on KVOR.
KVOR Full Time 1000 Watts
COLORADO SPRINGS
Under Affiliated Management with WKY, KLZ, and the Oklahoma Publishing Co.
REPRESENTATIVE — E. KATZ SPECIAL ADVERTISING AGENCY

One of the Best!
—There's a lot of territory in that headline, but that's exactly the way a top financial magazine ranks the Wheeling trading area. Here's the quotation:
"One of the best places in the United States for concentrating sales activities, for collections and other promotion operations of business."
With eight nearby cities spoking into Wheeling, the hub, we have a territory that ranks in fifth position as center of sales activities in the entire United States. Wheeling, with four other territories, gets special mention because business is farther ahead of last year than in any territory containing 1,000,000 or more population.
WWVA, the "Friendly Voice from out of the Hills of West Virginia", speaks most powerfully to the folks who set this sensational buying record. It will speak for you at a cost as low as $28.00 a daytime quarter hour and $48.00 after six. And that's value!
National Representatives
JOHN BLAIR & CO.
NEW YORK . . . CHICAGO
DETROIT . . SAN FRANCISCO
Columbia Station
5,000 WATTS
WWVA
1160 KILOCYCLES

RADIO TIME BUYERS

You can Reach 6 out of every 10 Buyers in Memphis Territory over WREC



WREC LISTENER POPULARITY

Authoritative Survey Made during September and October, 1936. Sworn copy upon request.

WREC 64.60%
WMC 32.57%
WNBR 1.99%
WHBQ ..... .84%

WREC alone gives you 2/3 of Mid-South Listeners

WREC

NATIONAL REPRESENTATIVES
PAUL H. RAYMER COMPANY
NEW YORK · CHICAGO · SAN FRANCISCO

TENNESSEE'S FIRST AND MEMPHIS FINEST RADIO STATION AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM

Tennis and Golf Rights On an Exclusive Basis Are Procured by CBS

EXCLUSIVE broadcasting rights for all tennis matches played under the auspices of the United States Lawn Tennis Association and for the leading golf tournaments sponsored by the United States Golf Association have been obtained by CBS. Both deals were made by Lawrence W. Lowman, vice-president of the network in charge of operations, who stated that each contract is for "a period of years." The tennis matches covered by the contract include the Davis Cup matches played in this country, the Wightman Cup matches between America and England, and the National Men's and Women's singles and doubles championship matches. Commercial sponsorship of the tennis broadcasts is forbidden by the contract, which also provides that one or two independent local stations will be allowed to broadcast the preliminary matches of each series. The final matches will be broadcast exclusively by CBS.

The golf broadcasts, which may be sold to advertisers by CBS, include the National Open, National Amateur, National Women's Amateur, Public Links Championship, and the Walker Cup matches. Announcers for the matches have not been set, although it is probable that Ted Husing will do the golf tournaments and he possibly may receive the tennis assignment as well.

Chicago Utility Series

COMMONWEALTH EDISON Co., Chicago, on May 10 and 11 began thrice-weekly quarter-hour programs on WMAQ and WBBM. On WMAQ the program is titled *Man on the Spot* and is broadcast from the utility's downtown store. Spectators ask announcers questions and receive dollar bills when they stump them. On WBBM the firm is sponsoring Kay Brinker, monologist, and Milton Charles, organist. Lord & Thomas, Chicago, has the account.

McCormick Takes Helm As Manager of WKRC

Mrs. Lyons

Mr. McCormick

WHEN Timothy S. Goldman relinquished his duties as general manager of WKRC, CBS-owned Cincinnati outlet on May 15, John McCormick, assistant manager, took over the station's helm. Simultaneously, Ruth Lyons, musical director and head of women's activities at the station, was promoted to program director in charge of all production.

Mr. McCormick came to Cincinnati in September, 1934, from WINS, New York, where he was program director. He became assistant manager two years ago. Mrs. Lyons has been with WKRC for the last eight years.

CBS Market Data

CBS has just published a compilation of primary listening area market data on six of its owned and operated stations for advertisers who are interested in local and national spot campaigns and manufacturers who are introducing new products. In addition to a breakdown of buying population, 36 classifications of retail outlets by counties are listed with day and night data included. The analysis differs from Census Bureau and Department of Commerce reports in that it is more detailed as to retail outlets by counties and represents an actual count of names of retailers. The stations covered are WBBM, Chicago; WCCO, Minneapolis; KMOX, St. Louis; WKRC, Cincinnati; WJSV, Washington and WBT, Charlotte. Similar breakdown analyses of KNX, Los Angeles, and WEEI, Boston, will soon be published.

FOR THE GRADUATE
KEHE Tries New Slant in College Men's Series

WITH many stations broadcasting interviews with job seekers, KEHE, Los Angeles, has introduced a new and workable slant on its Friday night *Facing the World* program which is designed to assist young men about to graduate from Southern California universities. Before the graduate-to-be is interviewed on the air, he is first approved by his college dean as being worthwhile and capable of holding a responsible position.

Another feature of each half-hour program is the appearance of a personnel director from some well-known business corporation who is there for the twofold purpose of locating prospective employes and to speak briefly on the qualifications his concern is looking for in young men today. So successful has the weekly feature become that it will shortly be extended to the entire California Radio System, of which KEHE is a key and will include every college and university in the state. Lewis Teegarden, KEHE chief announcer, conducts the program.

For . . . .

the world's most modern INDEPENDENT radio station in the heart of the world's most typical rural and urban population, consult

WROK

ROCKFORD, ILL.
1410 K. C. 500-1,000 WATTS

IF YOU'RE INTERESTED IN FIGURES...

5,000 WATTS DAYTIME 1,000 WATTS NIGHT	PRIMARY AREA	SECONDARY AREA
Number of Counties	76	80
Total Population	1,908,109	2,398,894
Radio Homes	289,100	327,400
Radio Listeners	1,127,490	1,276,860

KFH is in the Heart of the Nation's Richest Wheat and Oil Territory.

Wheat Production in 24 KFH Primary Area Counties 69,000,000 bu.
Estimated Kansas Wheat Production, 1937 196,000,000 bu.
Kansas Oil Production for 1936. will exceed 60,000,000 barrels

Member CBS

KFH

WICHITA · KANSAS

National Representatives
EDWARD PETRY & CO.

THIS IS THE LIFE—Everyone on the staff of WWJ, Detroit, wanted to go on this remote job—a broadcast via ultra-shortwaves of the opening of the trout fishing season. Among the crew were, left to right: Easton C. Woolley, WWJ manager, relaxing between piscatorial and broadcasting duties; Forrest Wallace, announcer in action, with Ronald Pepin, Detroit fly-fan; Carl Wesser, engineer in repose. Lower picture shows the WWJ mobile unit at the fishing lodge. The unit includes a photographic dark room besides transmitting and public address facilities, and five people can sleep in it.

TROUBLES OF TROUT SEASON

WWJ Penetrates Remote Area to Bring Opening of Season; Difficult Problems Solved

UNIQUE in the annals of radio feature broadcasts was the account of the opening of the trout season as arranged by the special feature service of WWJ, Detroit, from Hinchman's isolated fishing lodge some 200 miles north of Detroit in Michigan's old lumber country.

From the start, a series of complications dimmed the horizon for engineers who were confronted with the problem of establishing communication with this out-of-the-way woodland paradise on the banks of the famed Au Sable River. And for their answer they turned to ultra-high frequency transmission to span the wilderness through which telephone wires had never penetrated.

Under the direction of Carl Wesser, WWJ engineer, a crew of three worked for three days before success at last crowned their efforts, and, when they had finally established satisfactory communication with a temporary receiving station in the small town of Mio, a mile and a half away, they had resorted to the use of pack transmitters, portable transmitters in the Mobile Unit, and some 500 feet of "mike" lines which extended down into the rushing waters of the Au Sable.

Limited Facilities

From Mio, the only facilities available were Tri-County lines into Bay City, and Bell Telephone cables from there to Detroit. And, since there was only one line available on the Tri-County system, it became obvious that cues would have to be taken by time. Also, as the mikes and the pack transmitter were nearly half a mile apart, the problem of cues again presented itself. It was finally agreed that the firing of a pistol was the most satisfactory and foolproof means of conveying the signals.

So, with the groundwork all done, the special feature service staff of announcers, program and production men arrived in Mio a day before the broadcast and began the assembly of material for the program. Jim Eberle and Forrest Wallace, announcers, contacted old time lumberjacks, fishing guides and sportsmen from whom they gathered their material, and Jack Hill and Wellington Granzow, program and production men busied themselves with the arrangement of the program. They succeeded also in engaging a lumberjack quartette which provided background music for the entire half-hour evening broadcast. Easton C. Woolley, station manager, was on hand to direct the activities of the group.

By 10:15 the next morning, the entire crew was on the job with rehearsals and tests completed, and the fifteen minute program was put through to Detroit. Forrest Wallace, wearing an ultra-high frequency pack transmitter on his back (tuned to 31,100 kc., and delivering about two and a half watts) was wading the river near the scene of the greatest activity, and from this point of vantage described a lively tussle between Ronald Pepin of Detroit, and his first trout of the season. Other sportsmen were also interviewed from this point before the mike was turned back to Jim Eberle who described other highlights from a branch of the river near Hinchman's lodge. Eberle's story was taken directly through the field car by mike lines, and relayed from there to the receiving station in Mio by ultra-high transmission, through a Western Electric, Series 18-A transmitter, on 34,600 kc. A Hallicrafter, Ultra-Skyrider was used at the Mio receiving station.

For the evening broadcast, half of which was carried on NBC-Red network, the pack transmitter was dispensed with, as the outdoor part of the program was picked up from the bank of the river bordering Hinchman's camp, and the balance from a cabin to which had flocked old time lumbermen, farmers, sportsmen and merchants from Mio and surrounding towns.

The district around Mio is notably one of the worst in Michigan from the standpoint of radio reception and transmission, added to which was interference from a high voltage line running to a nearby power company. But, despite all these difficulties, the program was acclaimed a success by not only WWJ, but NBC officials.

Engineer Apprentices

NBC has set up three engineering apprenticeships under the direction of George O. Milne, eastern division engineer. Frank Connolly, formerly of Artists Service, has been apprenticed to the field engineering group; Edward Bertero, formerly receptionist in the office of O. B. Hanson, NBC chief engineer, has been assigned to studio engineering, and James Coleman, previously an electrician in the service department, to maintenance engineering.

KFRU
COLUMBIA, MISSOURI
A Kilowatt on 630
A Sales Message over KFRU
Covers the Heart of Missouri

WMIN
BLANKETING
the
8th Largest
TRADE MARKET
in the
United States
at
Lowest Cost
Saint Paul
Minneapolis
WMIN
St. Paul, Minnesota

MODEL D-104 • MODEL K-2 • MODEL D-2

ASTATIC

CRYSTAL MICROPHONES
WITH TWO NEW FEATURES

A quality microphone for every purpose—NOW equipped with special Astatic Plug and Socket Connector which permits instant interchange of microphones on same cable or use of several lengths of cable on same microphone. PLUS new Astatic Spring Cable Protector which prevents cable breakage at mounting.

Model D-104 is the "Speech Range" type, the favorite of the amateurs; Model K-2 is the dual unit, dual diaphragm non-directional studio type; Model D-2 is especially adapted for Public Address work.

Licensed under Brush Development Company Patents, Astatic Pending
ASTATIC MICROPHONE LABORATORY, INC.
Dept. BR, Youngstown, Ohio, U. S. A.
Pioneer Manufacturers of Quality Crystal Devices

WRITE FOR FURTHER DETAILS

Noxzema Cream Series

NOXZEMA CHEMICAL Co., Baltimore, has started a summer series for its sunburn cream on WABC, New York, and WCAU, Philadelphia, using Ray Bloch's orchestra and a Hollywood news commentator two quarter-hours weekly. The programs on this two-station CBS hookup which covers the listeners in the Jersey beach area, are broadcast on Friday and Monday evenings, reaching their audience just before and just after the weekend periods. Program was placed by Ruthrauff & Ryan Inc., New York.

'Young Hickory' Tested

PROCTER & GAMBLE Co., Cincinnati (Drene), started a test campaign of *Young Hickory* over WMAQ, Chicago, May 10. Current plans are to put the serial on network should the single-station test prove successful. *Young Hickory* depicts the adventures of a young country doctor. H. W. Kastor & Sons Adv. Co. Inc., Chicago, has the Drene account.

NORMAN FURMAN, formerly of Viola & Furman, has formed a foreign language radio agency, Norman B. Furman Inc., with offices at 505 Fith Ave., New York.

Sponsors Listed

THE *Providence* (R. I.) *Star-Tribune* (formerly *News-Tribune*) is now listing the sponsors of broadcasts as well as names of programs in its daily radio listings column, and has requested local stations and networks to supply this information to the paper for all programs.

Jemima Case Ruling

(*Continued from page 12*)

Jemima" by the Quaker Oats Company which had authorized the defendants to use the name in the broadcasts, the Court held that there was not sufficient proof of such confusion. The identification of the character "Aunt Jemima" on the broadcasts with the making of griddle cakes tended to eliminate any misunderstanding. The Court stated that in adopting the character of a singing colored woman, together with the name "Aunt Jemima", the plaintiff rendered inevitable some degree of similarity.

The closing paragraph of the opinion states:

"We conclude, therefore, that the cause of action under the Civil Rights Law should have been dismissed. Proof of confusion or deception required to support the cause of action resting on unfair competition may be established only as stated in this opinion. On this record the judgment must be reversed."

The appeal was prepared and argued on behalf of all defendants by Lester E. Waterbury, attorney for General Foods Corp., assisted by Mansfield C. Fuldner. Their representation of the network was pursuant to an indemnity agreement covering the program. Attorney for Miss Gardella was Samuel R. Weltz, who told BROADCASTING that no decision has been reached as to whether or not an appeal will be made. Mr. Weltz represented Miss Gardella in the trial before Judge Abruzzo of the United States District Court. Trial counsel for the defendants were Herbert C. Smyth and Waterbury and Fuldner.

ROBERT HOTZ, former radio director of Blackett-Sample-Hummert Inc., Chicago, has been named assistant sales manager of WMCA, New York.

KOB to Join NBC

KOB, Albuquerque, joins NBC as an optional Red and Blue outlet on June 15, it was announced May 1 by J. C. McGrane, commercial manager. The station was signed by NBC several months ago. Operating with 10,000 watts on the 110 kc. clear channel part-time, the station is an applicant for full time duplicated operation on the 110 kc. channel. It has a new 10,000-watt RCA transmitter scheduled to be dedicated on June 15. It will be the only network station in New Mexico. The station is owned by T. M. Pepperday, publisher of the *Albuquerque Journal* and business manager of the Rocky Mountain Division of the Scripps-Howard Newspapers. Neither the Pepperday station nor newspaper, however, is owned by Scripps-Howard.

WLW Auditions in N. Y

FOUR executives of the staff of WLW, Cincinnati, spent the first week of May at the studios of WHN, New York, listening to some 500 auditions and engaging one act, the *Modernaires Quartette*, formerly with Fred Waring and to be used on the WLW series sponsored by Lewis-Howe Medicine Co., St. Louis (Tums). The WLW visitors were Frank Smith, sales manager; Robert Kennett, program manager; William Stoess, musical director, and Arthur Chandler Jr. of the station's audition board.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg. Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Montclair, N. J.
"25 years of Professional Background"

EDGAR H. FELIX
32 ROCKLAND PLACE
Telephone: New Rochelle 5474
NEW ROCHELLE, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Radio Coverage Reports.

E. C. PAGE
Consulting Radio Engineer
1311 Livingston St. Davis 2122
Evanston, Ill.

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

FRED O. GRIMWOOD
Consulting Radio Engineer
Specializing in Problems of Broadcast Transmission and Coverage Development.
P. O. Box 742 Evansville, Ind.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st St. NEW YORK CITY

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

The Largest Independent Frequency Measuring Service in the Country
ACCVRACY
Manufacturers and Engineering Consultants
COMMERCIAL RADIO EQUIPMENT COMPANY
216 E. 74th St., Kansas City, Mo.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance.

Forms close 25th and 10th of month preceding issues.

Help Wanted

MEN & WOMEN WANTED who are, or have been connected with radio commercial departments for exceptional ground-floor opportunity. Write us about yourself, and let us tell you what we have. Strictly confidential. Box 684, BROADCASTING.

Situations Wanted

AGENCIES! Successful radio man. Local and network experience. Background of writing, selling, announcing, production, management. Ideas, copy, smooth production. Desire agency position. Splendid references. Personal interview. Box 681, BROADCASTING.

Station manager or assistant. Fine background. Good record, all departments. Best references. Prefer mid-west. Arrange interview. Box 682 BROADCASTING.

Program or production manager. Rich experience local and network. Excellent references. Box 683, BROADCASTING.

For Sale

All or controlling stock full time local station, Northwest. Box 685, BROADCASTING.

For Rent—Equipment

A real Bargain in a Used Transmitter in excellent condition. A 1000 watt RCA Transmitter, Type 1 B complete with 600 volt Generators, and all equipment as shipped by factory. Specially priced for quick sale. Act quick. Station KOY, Phoenix, Arizona.

Wanted to Buy

A used 1000 or 5000 watt Western or RCA transmitter and transmitter room equipment. Must comply with FCC regulations. Box 680, BROADCASTING.

Radio Brings Coronation to the World

High Technical Standard Reached; Television Successful

BRITAIN'S vast Empire short-wave broadcasting system and the transoceanic radiophone circuits of the American communications companies were taxed to capacity on Coronation Day, May 12, for one of the longest, most successful and clearest international broadcasts in radio history. Though the Coronation broadcasts, the technical details of which were handled by the British Broadcasting Corp.'s engineers, occurred mostly during the early morning hours in the United States and Canada, it is estimated that 400 or more North American stations carried them via their network connections or via direct pickups from the Empire short-wave stations at Daventry. BBC officials estimated that more than 80% of the radio sets of the world were within tuning range of the big broadcasts.

Only Italy, among the major nations of the world using radio, failed to carry the "big show"—this being attributed to Mussolini's censorship imposed because of the strained diplomatic relations prevailing between England and that country. American networks along with those of some other countries had their own commentators on hand, who were given special facilities for special broadcasts over their own circuits.

Significant to the broadcasting industry was the fact that a large proportion of the American press assigned reporters to arise early and stand by their radio sets so that ear-witness reports of the broadcast could be printed in afternoon and morning editions.

Television Triumph

Significant also were the reports from London that the television broadcasts of the Coronation procession proved highly successful, leading the *London Times* to comment that "the supreme trial has brought a notable triumph". It is estimated that fully 50,000 persons "looked in" while they tuned in on the images broadcast via the EMI-Marconi transmitter in Alexandra Palace, to which a coaxial cable had been strung from the pickup apparatus near Hyde Park Corner.

According to the *New York Times* correspondent, cabling from London, "television experimenters here believe its success proves the practicability of such broadcasts except for the extraordinary expense involved as the areas are very small and the installation of cables to carry the pickups and relay the broadcasts between stations costs about 1,000 pounds ($5,000) a mile." Only the parade as it passed, and not the ceremonies in Westminster Abbey, was televised.

Because of the early hour of the broadcasts, some stations took down transcriptions of some of the ceremonies, particularly the King's address, and repeated them for the evening audience. Previously the Earl Marshal of the Coronation had announced officially that no objection to doing this would be raised.

Coincident with the Coronation broadcast it was disclosed that American radio interests had applied for permission to broadcast the wedding of the Duke of Windsor and Mrs. Wallis Warfield should it be held soon in France. It was admitted that Paul White, CBS director of special events who was in London for the Coronation with Bob Trout, announcer, had asked the French Foreign Office for permission but was told that no facilities would be made available. Not only the French government but the Duke and his fiancee were said to have frowned upon the proposal.

Network on Job

It was the first Coronation Day since the advent of radio, and it found the American networks on the job early to carry every bit of historic and picturesque detail of they day's events, including the complete ceremony itself with the King, for the first time in history, taking his oath of sovereignty in full hearing of many of his subjects the world around, the colorful processions to and from Westminster Abbey, the tributes of subjects from all ports of the British Empire, and the King's address to his people.

Since all the networks were broadcasting through the cooperation of the BBC, their programs were for the most part duplicates, but NBC got the jump on the others by signing on at 4:45 a. m. (EDST), which was 10:45 a. m. in London, and continuing the Coronation program for 7 hours and one minute, until 11:46 a. m. MBS came in at 5 a. m. and stayed through the morning ceremonies. CBS carried the first part of the program from 5:15 to 10:45 a. m. In the afternoon, MBS opened proceedings at 1:45 p. m. with broadcasts of greetings from New Brunswick, Winnipeg and Ottawa, which were followed by the *Homage of the Empire* and the King's address, features broadcast by all three networks.

An indication of listener interest in the King's address was given by the drop in calls at the CBS switchboard in New York from the normal 200 to only 10 during the eight minutes he was on the air.

CBS broadcast the Coronation Party from BBC from 3:45 to 4 p. m.

NBC completed its coverage of the Coronation with a quarter-hour broadcast by John Masefield, Poet Laureate of England, at 6:45 p. m. MBS broadcast 15 minutes of Coronation comments from BBC at 5:45 p. m., and in the evening broadcast an hour and a half of recordings of highlights for the benefit of those unable to listen in during the day.

Locally in New York WINS covered the event with a studio broadcast by Al Grobe, program director, and Bill Harding, who from 5:15 to 10:30 a. m. described the ceremonies from the wire services of INS and U. S. WNEW broadcast recorded highlights of the day's events from 10:50 to 11:40 p. m. and from midnight to 2 a. m. WMCA put on its own broadcast direct from London at 7 p. m., bringing comments on the spectacle from an English author, J. W. Marriott; an American business man, I. J. Fox of New York, and an American commentator, Harlan Eugene Read. At 12:15 a. m., May 13, WMCA broadcast the Coronation Ball of the Associated British Societies of New York.

Maxey Gets WRTD Post; June 27 Opening Set

APPOINTMENT of Ovelton Maxey, sales manager of WBTM, Danville, Va., as resident manager of WRTD, new Richmond station to be owned and operated by the *Richmond Times Dispatch*, was announced May 13 by Campbell Arnoux, general manager of WTAR, Norfolk. The new station will be under Mr. Arnoux's general supervision. Mr. Maxey formerly was associated with WCHV, Charlottesville; WTBO, Cumberland, and WMCA, New York. He is a native Virginian and graduate of the University of Virginia.

David Bain, formerly with WTAL, Tallahassee, has joined the technical staff of WRTD. Studios and transmitting plant are being rushed to completion in order to be ready for the scheduled opening June 27. RCA equipment is being used and a 328 ft. half-wave tubular antenna tower is being installed.

AT WNOX DEDICATION—Left to right: James C. Hanrahan, vice-president, Continental Radio Corp.; Jack Howard, president of Continental; M. H. Aylesworth, Scripps-Howard executive; Gen. Hugh S. Johnson, dedication speaker; Karl A. Bickel, chairman of board of Continental.

Gen. Johnson, Aylesworth Speakers at WNOX Fete

Mr. Westergaard

WITH state notables, agency men and executives of the Scripps-Howard Newspapers present, WNOX, Knoxville, managed by R. B. Westergaard, on May 7 dedicated its new Western Electric transmitter and International tower with appropriate ceremonies at the transmitter plant and in the WNOX studio building. The ceremonies were marked by a dedicatory program from CBS featuring Eddie Duchin and his orchestra. Gen. Hugh S. Johnson was the chief speaker, and he commended newspaper and radio station affiliations. Other speakers were M. H. Aylesworth, Scripps-Howard executive, and Karl A. Bickel, chairman of the board of Continental Radio Co., Scripps-Howard affiliate which operates the station.

Among those present were: Jack R. Howard, president of Continental; George Brett, general sales manager of the E. Katz Special Advertising Agency; Fred Bell, manager of the Katz offices in Atlanta; Henry Slavick, manager of WMC, Memphis; James C. Hanrahan, vice-president of Continental; Miss Frances Robinson, secretary to Gen. Johnson; Bill Kirkendale, program director of WCPO, Cincinnati; Loren Watson, Associated Music Publishers, and George Kester, WMC, Memphis.

Sherman Reservations At Convention Over 400

MORE than 400 reservations already have been received at the Sherman Hotel in Chicago from broadcasters and individuals in related fields for the NAB convention scheduled for June 20-23. Indications are that the enrollment will equal or possibly exceed the record gross enrollment of 816 last year and delegate registration of 258.

More than 50 stations already have reserved space at the hotel. Applications for space also have come from station representatives, transcription firms, equipment companies, agency groups and others in the radio field. Transcription, recording, equipment and other companies which already have made reservations at the hotel, presumably for displays, include Lang-Worth Features Inc., E. V. Brinckerhoff & Co., Associated Music Publishers, World Broadcasting System, RCA Mfg. Co., Standard Radio, Presto Recording Corp., Western Electric, Collins Radio, Truscon Steel, United Press Association, L. A. Breskin, Sterling Casualty Insurance Co., MacGregor & Sollie, and Cramer-Krasselt Co., Milwaukee.

New Lifebuoy Series

LEVER BROS. Co., Cambridge, Mass. (Lifebuoy soap), is making up lists for a 75-station campaign of five-minute transcriptions. Ruthrauff & Ryan Inc., New York, has the account.

JOHN BLAIR & Co. has been appointed national representatives of KOY, Phoenix, Ariz., headed by Burridge D. Butler, president of WLS, Chicago, which is also represented by the Blair organization.

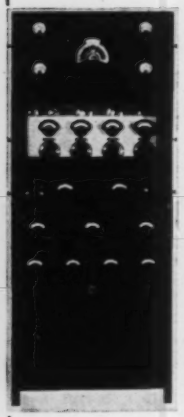
EQUIPMENT

AFTER a delay of nearly a week due to rain, ground was officially broken April 29 for the new KYW building to be erected at 1619 Walnut St., Philadelphia. Leslie Joy, manager, and E. H. Gager, plant manager for Westinghouse, were at the ceremony with George Wharton Pepper Jr., architect, William Ward, head of Ward & Co., builders, and Walter N. Gay, representing Heymann & Bro., realtors who negotiated the lease.

GENERAL RADIO Co., Cambridge, Mass., has issued Bulletin No. 20 covering "The Technique of Noise Measurement" and describing equipment and standards of its instruments.

WFAS is installing a 190-foot Lehigh vertical radiator atop the Roger Smith Hotel, White Plains, N. Y., and plans to install a WE 110-A program amplifier.

100-250 Watt Broadcast Transmitter for Sale.



High fidelity 100% class B modulated approved under Rule 132 F.C.C. complete a.c. operation. Largest tube used is 203a three phase full wave rectifier. . . . Special price complete with tubes, $1600. Station WHBI, 100 Shipman St., Newark, N. J.

WHEN WFIL's new studios now under construction atop the Widener Bldg. in Philadelphia, are opened in Mid-July. they will feature a new sound system called binaurial audio, never before applied to practical use, and adapted for radio by WFIL's chief engineer, Frank V. Becker. It is a duplex public address or loud speaker system said to impart a "third dimension" or the quality of width and expansion to sound. High and low notes and various instruments are distinguishable with the system, it is claimed, since it is patterned along the principles of the human ear. It employs two individual microphone pickups, two lines and two speakers.

WGY, Schenectady, one of the pioneer stations in the country, is installing a new 625 ft. vertical radiator and by so doing will increase its effective signal strength at least three times, according to W. J. Purcell, chief engineer. He said the signal to be radiated will be the equivalent of 150,000 watts or three times as great as the present system.

AN ELABORATE brochure titled *Studios by Johns-Manville*, picturing and describing the acoustical treatment services available from the Johns-Manville Co. has just been issued by that company and is available from its headquarters at 22 E. 40th St., New York. Installations in NBC, WWJ, WBBM, WOW, WGN, WABC, WDBJ, WKY and WABC are shown as examples of the company's work.

UNDER the direction of Wilfred H. Wood, chief engineer of WMBG, Richmond, ground has been broken and the foundations laid for its new transmitter on a five-acre tract at Staples Mills and Broad Street Roads. Two 215-foot towers are being erected, and RCA transmitter will be installed.

THE announcer's booths, transcription room and master control room for KFAB and KFOR, Lincoln, Neb., are being air-conditioned.

WMIN, St. Paul, announces the installation of WE 23-A speech input equipment and RCA 94-C monitoring amplifier.

CHEST MICROPHONE — Which allows the speaker to have free use of both hands, has been developed at WOR, Newark, for use of the sports announcers. Microphone was born in a discussion of Jerry Danzig and Dave Driscoll, special events team of WOR, and Charles Singer, chief of the station's transmitter staff. Out of the discussion and Mr. Singer's workshop came the new instrument, a regular microphone mounted on a breast plate similar to that used by telephone operators. Instrument was tried out at the opening of the New Jersey trout fishing season by Bob Edge, WOR fishing expert, who found he could use both hands to manipulate his fly rod and still carry the microphone successfully, and is now being used regularly by Bryan Field for his twice-weekly broadcasts from Jamaica race track.

THE new 184-foot vertical radiator of KORE, Eugene, Ore., went into operation last month as the latest step in the remodeling of that station, completed by Engineers Stanley Miller, Harold M. Gander and Virgil Brittain.

WPTF, Raleigh, N. C., has installed recording apparatus under the supervision of Henry Hulick, chief technician, and will conduct a limited commercial recording business as well as send transcriptions to its sales representatives in New York.

CROWDS TOO BIG
So Chicago Store Cuts Down Radio Schedule

ONE OF the strangest success stories in radio is that of Morris B. Sachs, retail credit clothier in Chicago. Because radio advertising has been so successful for him that he is no longer able to take care of the crowds, Mr. Sachs has been forced to discontinue practically all of his radio programs. At one time the largest retail advertiser in Chicago, the Sachs store today sponsors only the *Breakfast Express* on WAAF a morning recorded program, and the *Chicago Amateur Hour* on WENR every Sunday from 5 to 6. Two brief announcements on the latter program recently brought 3,489 people to the store the next day.

The Sachs Store did approximately $1,500,000 business last year with this year's volume so far exceeding last year's. Plans for either expanding the present store or building another one in some other neighborhood are now being formulated. Morris B. Sach's advertising agency is Schwimmer & Scott, Chicago.

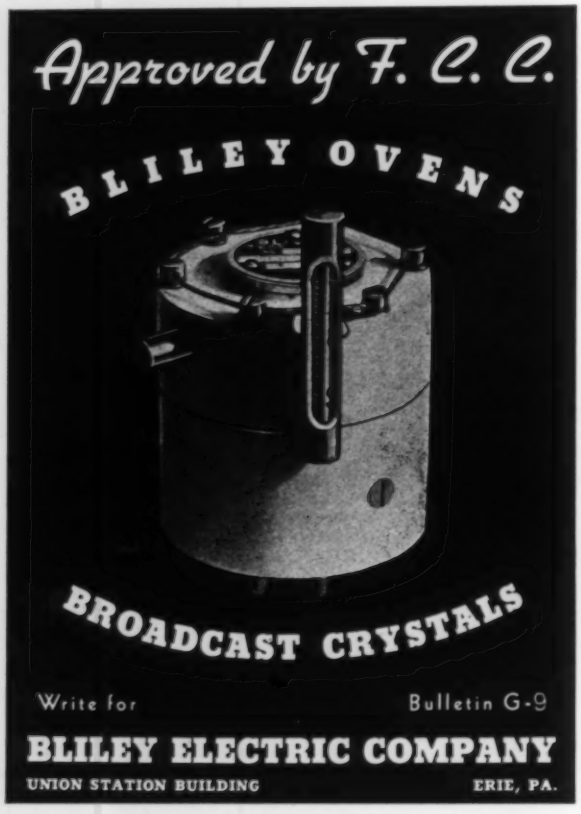
Movies and Television

LATEST progress and developments in television will be discussed by Ralph R. Beal, RCA research supervisor, at the television sessions of the annual spring convention of the Society of Motion Picture Engineers, to be held at the Roosevelt Hotel, Hollywood, May 24 to 28 inclusive. Beal's talk is scheduled for the last night of the conclave, and SMPE officers arranged the television session especially for studio technicians and producers in view of the widespread interest in the new science insofar as it might affect motion pictures, it was said.

L. T. Gillett

L. T. GILLETT, father of Glenn D. Gillett, Washington consulting radio engineer, died May 2 at his home in Long Beach, Cal. Death followed a heart attack. He was 69 and a retired banker. His son flew to Long Beach and was at his bedside when he passed away, returning to his Washington office May 9.

DR. G. H. BROWN, antenna and research engineer of RCA, was in Norfolk in early May supervising tests with the assistance of J. L. Grether, technical director of WTAR, for the new three-element directional antenna system just completed.



Mirror-ground surfaces make keen cutting edges for *perfect* recordings on acetate.
***Grant Laboratories, Chicago:* "A real pleasure to use Stelli cutting needles and to recommend them to other laboratories."**
***KGU, Honolulu:* "Very pleased with the results."**

RANGERTONE, INC.
ELECTRIC-MUSIC
201 Verona Ave., Newark, N. J.

IN THE CONTROL ROOM

EDWARD BALOGH, of Indiana, Pa., a recent graduate of Tri-State College at Angola, Ind., on May 1 joined the field and laboratory staff of Glenn D. Gillett, Washington consulting engineer.

BYRON HAYFORD, an engineer of WCOA, Pensacola, Fla., for the last seven years, has resigned to become manager of the American Brewing Co., Panama City, Fla. Charles Butler has been named to succeed Mr. Hayford as WCOA engineer.

LESLIE HEWITT, chief engineer of KFWB, Hollywood, has been moved to the sound department of Warner Bros. First National Pictures, that city. The post of chief engineer has been abolished and his former duties are now divided between Cal Applegate, Maxwell Kelch, Harry Myers and John Scales, under supervision of Maj. Nathan Levinson, chief engineer, sound department of Warner Bros. Station is owned and operated by that organization.

LEE HARRIS, formerly with Leo J. Meyberg Co., Los Angeles radio distributors, has joined KHJ, that city, as technician.

FRED A. GYNN, formerly on the technical staff of KGIR, Butte, has joined the staff of KIEV, Glendale, Cal., as assistant chief engineer to succeed George Neff, resigned.

GLENN D. GILLETT, consulting radio engineer of Washington, was granted Letters Patent No. 2,079,205 by the U. S. Patent Office May 4, covering apparatus and method for determining field strength.

CHARLES WHITNEY, formerly chief engineer of WJBW, New Orleans, has joined the engineering department of KGFJ, Los Angeles, succeeding I. R. Colbert who resigned because of ill health.

J. R. POPPELE, chief engineer of WOR, Newark, played host to members of the Executive Training Group of L. Bamberger & Co. when they visited the station's transmitter at Carteret, N. J. recently as part of their training in all aspects of the business of the company, which owns the station as well as the department store.

JAMES WALLACE, chief engineer of KVI, Tacoma, was recently elected chairman of the Seattle Section of the Institute of Radio Engineers, and vice-president of the Tacoma Engineers Club. Ernest Estes, transmitter engineer of KVI, was married May 1 to Marie Morisse of Tacoma.

BOB MESSER, for the last six months an announcer with KPDN, Pampa, Tex., has been appointed chief control operator of that station.

WILLIAM APPLE has joined the technical staff of KXA, Seattle.

WILLIAM C. BOESE, of Minneapolis, will join the engineering staff of WCCO May 16. For the last two years, he has been chief engineer at WLB, University of Minnesota station. He will headquarter at WCCO's transmitter, doing maintenance and operations work.

STANLEY MacALLISTER, New York CBS construction engineer, has returned to his desk after several weeks on the West Coast where he made a survey of structural plans for the network's new Hollywood headquarters and those of KSFO in San Francisco.

RICHARD I. HAMMOND, formerly of WHDH, Boston, has moved to WBZ. Edgar M. Parsons, of Raytheon Products Corp., also has joined the WBZ control staff.

GENE SALMON, veteran Kansas radio engineer, has joined the technical staff of KANS, Wichita.

McNary Is Named NAB Observer at Conference On Radio in Rumania

Mr. McNary

THE American delegation to the CCIR conference at Bucharest, which begins on May 21, sailed from New York May 4. The conference is held each two years and is preparatory to the treaty-making International Telecommunications Conference scheduled in Cairo beginning Feb. 1, 1938.

Sailing as observer for the NAB was J. C. McNary, consulting engineer of the firm of McNary & Chambers, and former technical director of the NAB. He was accompanied by his wife, the former Bert Siebert, secretary of the NAB who resigned earlier this year. The agenda includes certain technical matters relating to broadcast allocations but the Conference has no authority to reach any agreements, its functions being purely recommendatory.

The official delegation is headed by Dr. J. H. Dellinger, radio chief of the Bureau of Standards. Other members are Capt. S. C. Hooper, Navy; Lt. Col. D. M. Crawford, Army; E. K. Jett, FCC Assistant Chief Engineer; Gerald C. Gross, chief of the FCC International Section and Francis C. DeWolf, State Department. The conference is scheduled from May 21 to June 8 and the delegation plans to return early in July.

In addition to Mr. McNary, representatives of American communications companies who will attend the meeting include C. O. Bickelhaupt, assistant vice-president, Lloyd Espenschied, and F. M. Ryan, for A. T. & T.; Dr. C. B. Jolliffe, former FCC chief engineer, and Loyd A. Briggs for RCA; Haraden Pratt, chief engineer, Mackay Radio & Telegraph Co.; J. J. Lamb and John C. Stadler, for the American Radio Relay League, amateur organization.

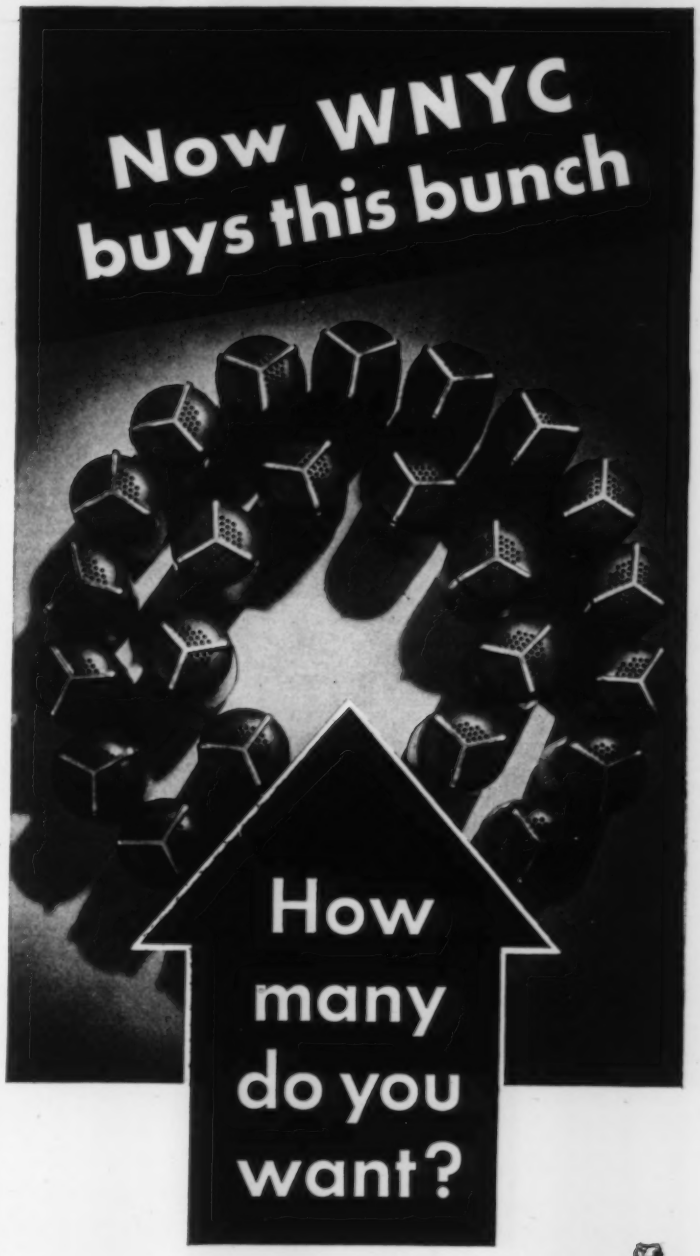
DON F. HOLADAY, former chief engineer of WMIN, St. Paul, has been appointed chief engineer of the new KRMC, Jamestown, N. D.

WINFIELD HANCOCK, after an absence of several months, has returned to KEHE, Los Angeles, as transmitter engineer. He succeeds Russell S. Stanton, who resigned to join KNX, Hollywood, in a similar capacity.

WILLIS O. FREITAG, on the technical staff of KRKD, Los Angeles, for the last three years, has been made chief engineer, succeeding Howard G. DeLong, who resigned to join the technical department of KFWB, Hollywood. John R. Reinwald has been made assistant to Freitag, in charge of transmitter. Freitag is the son of V. G. Freitag, formerly manager of KRKD, who now operates his own advertising agency in Los Angeles.

CARL SCHUKNECHT of KOA, Denver, is with NBC in San Francisco as field engineer while on a three-months leave of absence from KOA.

JERRY CASSENS, formerly of WJBL, Decatur, Ill., has joined the engineering staff of WDZ, Tuscola, Ill.



WHEN WNYC orders 23, and dozens of other stations get them in bunches, you *know* these newest Western Electric mikes are *right!*

Low price...typically high Western Electric quality...all around usefulness...these are the reasons why stations are so keen about the "Salt-Shaker." It's non-directional or directional, as you wish... putting on or taking off the acoustic baffle turns the trick in a jiffy.

Order *one* "Salt-Shaker" from Graybar... try it for studio and remote pick-ups...then decide how many you've got to have!

Non-directional without the acoustic baffle...directional when you put it on.

Western Electric

BROADCASTING EQUIPMENT

Distributed by GRAYBAR Electric Co.

In Canada: Northern Electric Co., Ltd.

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

MAY 1 TO MAY 13, INCLUSIVE

Decisions . . .

MAY 4

APPLICATIONS GRANTED:

KELO, Sioux Falls, S. D.—Mod. CP trans., studio site, new equip., use of KSOO antenna.

KGU, Honolulu—Mod. CP extend completion.

WEAU, Eau Claire, Wis.—License for CP and mod.

WRBL, Columbus, Ga.—License for CP and mod.

KORE, Eugene, Ore.—License for CP.

WSBC, Chicago—License for CP.

WBLK, Clarksburg, W. Va.—License for CP.

KGKO, Wichita Falls, Tex.—License for CP.

KIUP, Durango, Col.—Vol. assign. license to San Juan Brdcstg. Co.

WFIL, Philadelphia—Auth. transfer control to Strawbridge & Clothier.

WLWL, New York.—Vol. assign. license to Arde Bulova.

SET FOR HEARING—NEW, Colonial Network Inc., Providence, R. I., amended CP 720 kc 1 kw ltd., change name; NEW, WDSU, Inc., New Orleans, CP 1500 kc 100 w 250 w D unl.; WBLY, Lima, O., CP change equip., increase D to 250 w; KPQ, Wenatchee, Wash., CP new equip., change 1500 to 1360 kc, increase 100 w 250 w D unl. to 1 kw unl.; WMIN, St. Paul, mod. licenses in docket amended to 1400 kc, increase N to 250 w; WFAS, White Plains N. Y., spec. exp. auth. change hours from Sh.-WGNY, WGBB, WRBB, WRBR to Simul.—WRBR Sh.-WGNY and WGBB.

SPECIAL AUTHORIZATION — WKY, Oklahoma City, denied temp. auth. 5 kw N to overcome interference caused by XENT.

APPLICATIONS DISMISSED — NEW, R. W. Page Corp., Phenix City, Ala., 1240 kc 250 w unl.; WKOK, Sunbury, Pa. (with prejudice), 1210 kc 100 w 250 w LS spec.

MISCELLANEOUS — KGNC, Amarillo, Tex., granted pet. intervene applic. J. Laurence Martin; WWJ, Detroit, granted temp. increase to 5 kw; Big Springs Herald Brdcstg. Co., Big Springs, Tex., granted pet. intervene applic. W. E. Whitmore; KTUL, Tulsa, granted pet. intervene applic. G. Kenneth Miller; WMMN, Fairmont, W. Va., granted pet. intervene applic. WBLK, WTJS, Jackson, Tenn., denied reconsid. action denying CP change 1310 to 920 kc, increase power; KGB, San Diego, granted pet. intervene applic. Warren E. Worcester; WSAN, Allentown, Pa., denied reconsid. & grant applic. vol. assign. license WCBA; WILM, Wilmington, Del., granted leave to withdraw applic. CP move studio, trans. to Chester, Pa., WHAT, Philadelphia, granted pet. reconsider action denying applic. CP change equip. etc., effective date of order extended to 5-18-37; NEW, Young People's Assn. for Propagation of Gospel, Shark River Bay, N. J., denied continuance hearing set for 5-12-37 applic. CP 640 kc 5 kw D; NEW, John Stewart Bryan, Petersburg, Va., accepted answer as respondent re applic. Petersburg Newspaper Corp. for CP new station in Petersburg, to be heard 6-1-37, rule 104.6(b) waived; NEW, Albert Lea Brdcastg. Corp., Albert Lea, Minn., reconsidered action 4-27-37 setting for hearing applic. mod. CP change site, new equip., change 1200 to 1420 kc. increase 100 to 250 w D, and granted same; WRC, Washington, reconsid. action 4-2-37 setting for hearing applic. increase N 500 w to 1 kw, D 1 to 5 kw, and granted same; WPRO, Providence, granted amended pet. transfer control of corp., suspended Rule 103.18; L. L. Coryell & Son, Lincoln, Neb., continued hearing on applic. and continued time for taking depositions to 5-15-37.

ACTION ON EXAMINER'S REPORTS:

NEW, Ventura County Star Inc., Merced Star Pub., Co. Inc., Ventura, Cal.,—Denied CP 1170 kc 250 w D, reversing Examiner Seward.

NEW, Ted R. Woodard, Kingsport, Tenn.—Denied CP 1210 kc 100 w D, sustaining Examiner Walker.

NEW, Valley Brdcstg. Co., Pomona, Cal. —Denied CP 1160 kc. 250 w D sustaining Examiner Hyde.

New, Pottsville Brdcstg. Co., Pottsville, Pa.—Denied CP 580 kc 250 w D, reversing Examiner Dalberg.

NEW, Brownwood Brdcstg. Co., Brownwood, Tex.—Denied CP 1370 kc 100 w D. reversing Examiner Hyde.

NEW, Sweetwater Brdcstg. Co., Sweetwater, Tex.—Denied CP 1310 kc 100 w D, reversing Examiner Hyde.

WMAS, Springfield, Mass.—Denied CP change equip., directional antenna, move studio, move trans. to Agawam, Mass., change 1420 to 560 kc, increase 100 w 250 w D to 1 kw unl., sustaining Examiner Dalberg.

KMPC, Beverly Hills, Cal.—Granted auth. transfer control Pacific Southwest Discount Corp. to George A. Richards, sustaining Examiner Walker.

WBAX, Wilkes-Barre, Pa.—Remanded to docket for further hearing on engineering feature applic. mod. license spec. to unl.

RATIFICATIONS—WMBC, Detroit, granted pet. intervene applic. Voice of Detroit Inc.; WJR, Detroit, same; WHDH, Boston, denied motion recommit Ex. Rep. I-380 re WCOP; granted request WSAU further hearing on applic. Northern Brdcstg. Co. Inc., Wausau, be advanced; granted joint motion WAVE, WDAY, WCSH, KOIN, WAAT for postponement hearing on applic. World Pub. Co., Tulsa, and KGKL, San Angelo, Tex., for CP's and directed they be heard with applic. El Paso Brdcstg. Co., El Paso, and Tribune Co. Tampa, on 6-16-37; KSTP, WTCN, WCCO, St Paul, granted auth. change announcements; NEW, F. W. Borton, Coral Gables, Fla., dismissed at request of applic.; Northern Corp. granted motion for extension of time to file exceptions to Ex. Rep. I-380 on WCOP applic., and directed all interested to file exceptions.

MAY 11

APPLICATIONS GRANTED:

KEHE, Los Angeles—CP aux. trans.

WORL, Boston—CP change equip.

WCBD, Chicago—CP move trans. to Church Road, new equip., vert. rad.

WGL, Fort Wayne, Ind.—License for CP.

WATL, Atlanta—License for CP.

WHDF, Calumet, Mich.—License for CP.

WKOK, Sunbury, Pa.—License for CP.

KMED, Medford, Ore.—License for CP.

WJTN, Jamestown, N. Y.—License for CP.

WNBF, Binghamton, N. Y.—License for CP.

WILL, Urbana, Ill.—License for CP and mod., directional D.

WFIL, Philadelphia—Mod. CP trans. site, vert. radiator.

WPHR, Richmond, Va.—Mod. CP trans., studio sites, new equip., vert. rad.

KYA, San Francisco—Mod. CP extend comple.

WFBG, Altoona, Pa.—Mod. CP change equip., antenna, reduce D to 100 w.

KTFI, Twin Falls, Id.—Mod. license 1 kw N & D unl, subject Rule 131.

KRMC, Jamestown, N. D.—Mod. license 1310 to 1370 kc, increase from Simul.-KVOX D and Sh.-KVOX N to unl.

WHBC, Canton, O.—Auth. automatic freq. control.

W9XAL, Kansas City—CP move trans. locally.

SET FOR HEARING—NEW, Dr. W. S. Jacobs Brdcstg. Co., Houston, CP 1220 kc 1 kw unl. directional N; NEW, Great Lakes Brdcstg. Corp., Cleveland, CP 1270 kc 1 kw 5 kw D unl. directional; NEW, Galesburg Brdcstg. Co., Galesburg, Ill., CP 1500 kc 250 w D; New, Jules J. Rubens, Aurora, Ill., CP 1040 kc 250 w D; KFEL, Denver, CP change equip., vert. radiator, increase 500 w N 500 w D Sh.-KVOD to 1 kw unl.; WBNO, New Orleans, CP move trans., studio locally, vert. rad., new equipment, etc.; NEW, Platt & Platt Inc., Poughkeepsie, N. Y., CP 1310 kc 100 w 250 w D unl.; NEW, Honolulu Brdcstg. Co., Honolulu, CP 1010 kc 250 w unl.; NEW, Walker & Primm, Fayetteville, N. C., CP 1210 kc 250 w D; NEW, Richard Field Lewis, Oakland, Cal., CP 1160 kc 1 kw D; WSAZ, Huntington, W Va., CP new equip., vert. radiator, increase D 1 to 5 kw; WBNS, Columbus, O., CP in docket amended re equip., antenna, increase to 1 kw 5 kw D directional N; NEW, Harry Schwartz, Tulsa, Okla., CP 1310 kc 250 w D; NEW, Genesee Radio Corp., Flint, Mich., CP 1200 kc 100 w 250 w D spec.; NEW, Walker & Chapin, Oshkosh, Wis., CP 1010 kc 250 w unl.; NEW, John P. Harris, Hutchinson, Kan., CP 1200 kc 100 w 250 w D unl.; WBRE, Wilkes-Barre, Pa., mod. CP new equip., increase D 100 to 250 w; WKBN, Youngstown, mod. CP directional antenna, increase spec. to unl.; WKOK, Sunbury, Pa., mod. license spec. to unl., WROK, Rockford, Ill., auth. transfer control to Rockford Consolidated Newspapers Inc.

SPECIAL AUTHORIZATION—KGDY, Huron, S. D., extension temp. auth. remain silent to rebuild trans.

EFFECTIVE DATES EXTENDED—WHAT, Philadelphia, Ex. Rep. I-317, WSBT, South Bend, Ex. Rep. I-315; WEMP, Milwaukee; NEW, Niagara Falls Gazette Pub. Co., Niagara Falls, N. Y., Ex Rep. I-291, NEW, Power City Brdcstg. Corp., Niagara Falls, to 5-25-37.

MISCELLANEOUS—KGO, San Francisco, applic. CP increase to 50 kw reinstated; WNRI, Providence, granted pet. intervene applic. Colonial Network for CP Providence; WKEU, Griffin, Ga., granted pet. intervene applic. J. K. Patrick & Co., new station at Athens; Great Lakes Brdcstg. Co., granted pet. intervene applic. WRBC Inc., new station at Cleveland; KQW, San Jose, granted pet. intervene applic. Geo. N.Payne CP new station at San Jose; KGDM, Stockton, Cal., granted pet. intervene applic. KROU mod. license; WMBG, Richmond, Va., granted pet. intervene applic. John Stewart Bryan new station at Petersburg, Va., and applic. Petersburg Newspaper Corp. for 1210 kc 100 w 250 w LS unl.; KGO, San Francisco, granted pet. reinstate applic. CP increase to 50 kw, for hearing 5-24-37; NEW, Smith, Keller & Cole, San Diego, granted pet. intervene applic. Warren B. Worcester new station at San Diego; WPAY, Portsmouth, O., granted extension Rule 132 to 6-30-37; WWJ, Detroit, granted consent transfer control of Evening News Assn., license from trustees to beneficiaries under trust; KTAT, Fort Worth, extension Rule 132 to 6-1-37; KMTR, Los Angeles, granted regular renewal license.

APPLICATIONS DENIED—WELI, New Haven, temp. auth. spec. hours; NEW, Metropolitan Radio Service Inc., Chicago, 1570 kc 1 kw 1 kw LS unl.; NEW, J. Laurence Martin, Amarillo, Tex., 1120 kc 250 w 250 w LS spec.; NEW, Western Union College, Le Mars, Ia., 1210 kc 100 w 250 w LS unl.

APPLICATIONS DISMISSED (request of applicants)—KGAR, Tucson, Ariz., 1340 kc 250 w 250 w LS unl.; WNNY, Watertown, N. Y., 1420 kc 100 w 250 w LS unl.; NEW, Ohio Brdcstg. Co., East Liverpool, O., 1270 kc 250 w D; NEW, Chauncey W. Hammond, Oakland, Cal., 1280 kc 1 kw 1 kw LS unl.;NEW, Ohio Brdcstg. Co., Salem, O., 780 kc 250 w D; NEW, Ohio Brdcstg. Co., Marion, O., 1200 kc 100 w D.

RATIFICATIONS — Louisville Brdcstg. Co. granted pet. intervene applic. Louisville Times Co. for CP new station at Louisville; KXCK granted pet. intervene KSD applic. renewal; KGNO, Dodge City, Kan., granted pet. waiver rule 104.6 (b) and accepted its answer to appearance on applic. KWTN for CP; Mid-Atlantic Corp. and Interstate Brdcstg. Co. granted extension time to file exceptions Ex. Rep. I-395; granted motion G. H. Payne for continuance hearing on applic CP new station San Jose, Cal., from 5-21-37 to 6-28-37; Voice of Detroit Inc., granted continuance hearing to 9-9-37; hearing applic. KCMO Brdcstg. Co. for CP new station at Kansas City be continued to 6-28-37; A. L. Chilton granted continuance oral argument applic. Dallas Brdcstg. Co. for new station at Dallas; KGCX, Wolf Point, Mont., granted pet. waiver Rule 104.6 (b) and accepted answer to appearance in applic. Coryell & Son for CP new station.

Examiners' Reports . . .

WWRL, Woodside, N. Y., WMBQ, Brooklyn—Examiner Walker recommended (I-403) that applic. Lillian E. Kiefer for CP be denied; that applic. Paul J. Gollhofer, Brooklyn, for CP be denied; that applic. WMBQ for renewal license be denied; that applic. WMBQ for CP be denied as in default; that applic. WWRL for mod. license be granted.

WJAR, Providence—Examiner Walker recommended (I-404) that applic. CP change 1 kw to 1 kw 5 kw D unl. be granted.

KDON, Del Monte, Cal.; NEW, Salinas Newspapers, Inc., Salinas, Cal.—Examiner Seward recommended (I-405) that applic. CP change 1210 kc 100 w unl. to 1400 kc 250 w 1 kw LS unl. be granted; that applic. Salinas Newspapers Inc. be denied.

NEW, Leonard A. Versluis, Grand Rapids—Examiner Walker recommended (I-406) that applic. CP 830 kc 500 w D be denied.

NEW, Juan Piza, San Juan, P. R.—Examiner Seward recommended (I-407) that applic. CP 1500 kc 100 w 250 w LS unl. be granted.

KGFF, Shawnee, Okla.—Examiner Seward recommended (I-409) that applic. mod. license 1420 kc 100 w 250 w LS unl. to 1430 kc 250 w unl. be dismissed without prejudice.

WHOM, Jersey City—Examiner Hyde recommended (I-410) that applic. CP change 250 w to 250 w 1 kw D be denied.

NEW, Sharon Herald Brdcstg. Co., Sharon, Pa.; Allen T. Simmons, Mansfield, O.—Examiner Dalberg recommended (I-411) that applic. Sharon Herald Brdcstg. Co.—CP 780 kc 250 w D be denied; that applic. Allen T. Simmons CP 780 kc 1 kw D be granted.

DEBUT AT DERBY—Chicago-NBC's new mobile transmitter unit went into service for the first time at the Kentucky Derby in Louisville May 8. In the picture are two NBC engineers, who helped build it, C. L. Pierce, standing, and E. A. MacCornack at the wheel. Two transmitters (50 and 40 watts); three receivers and a gasoline-driven generator comprise the equipment. Weight was reduced by use of aluminum and Dawmetal. The mobile unit was built under the supervision of Howard C. Luttgens, Chicago-NBC field engineering supervisor. Other Chicago engineers who aided in the construction of the unit were: R. A. Limberg, R. E. Brooks, E. A. MacCornack, F. C. Schnepper, G. J. DeVlieg, H. D. Royston, C. L. Pierce and M. H. Eichorst.

Applications . . .

MAY 1

WBRE, Wilkes-Barre, Pa. — Mod. CP change trans., increase 100 w to 100 w 250 w D.

NEW, Meno Schoenbach, Woodward, Okla.—CP 1500 kc 100 w unl.

WTOC, Savannah—CP new trans., increase 1 kw to 1 kw 5 kw D.

NEW, Martin R. O'Brien, Aurora, Ill.—CP 1500 kc 250 w D.

KGAR, Tucson, Ariz.—CP change 1370 kc 100 w 250 w D to 1340 kc 250 w. vert. antenna move trans.

MAY 3

WTIC, Hartford—Vol. assign. license and exp. auth. from Travelers Brdcstg. Service Corp. to Travelers Brdcastg. Co.

WKAR, E. Lansing, Mich.—CP new trans., change antenna, increase 1 to 5 kw move trans.

NEW, Broadcasters Inc., Gastonia, N. C. —CP 1420 kc 100 w 250 w D unl.

WGL, Fort Wayne, Ind.—License for CP new antenna, move trans., studio.

WTAD, Quincy, Ill.—Mod. license D to unl. 1 kw.

KGO, San Francisco—CP increase 7½ to 50 kw amended to directional N.

NEW, C. P. Sudweeks, Spokane—CP 950 kc 500 w 1 kw D unl., amended to directional.

NEW, Airfan Radio Corp., San Diego —CP 1420 kc 100 w unl.

MAY 4

KGBU, Ketchikan, Alaska—Mod. CP new equip., increase I kw 5 kw D to 1 kw, vert. antenna, move trans.

WBNX, New York—CP increase power, etc., amended from Standard Cahill Co. Inc. to WBNX Brdcstg. Co. Inc., change directional antenna.

KWOS, Jefferson City, Mo.—CP change equip., increase 100 w to 100 w 250 w D, change D to unl.

NEW, N. B. Egeland, Roland, Ia.— CP 1500 kc 100 w 250 w D spec.

MAY 5

WQDM, St. Albans, Vt.—Mod. license spec. to LS Cleveland.

KRIS, Corpus Christi, Tex.—Mod. CP as mod. new station asking increase 250 w 500 w D to 500 w N & D.

NEW, C. Bruce McConnell, Indianapolis —CP 1500 kc 100 w 250 w D spec., asks WKBV hours.

NEW, Pacific Radio Corp., Granta Pass, Ore.—CP 630 kc 500 w unl.

MAY 6

NEW, Yankee Network, Inc., Boston— CP high-freq. 50 kw unl.; CP relay station 250 w.

WBTM, Danville, Va.—License for CP change equip.

NEW, Ohio Brdcastg. Co., Steubenville —CP 1420 kc 100 w D, amended to 1310 kc.

NEW, Enterprise Co., Beaumont, Tex. —CP 1400 kc 500 w unl., amended to 1350 kc 250 w 500 w D.

NEW, W. H. Hartman Co. Waterloo, Ia.—CP 1420 kc 100 w unl., amended to 1400 kc 100 w 500 w D.

NEW, Omaha—CP 1420 kc 100 w unl., amended to Sam Klaver & Nathan Belzer, d/b Great Western Brdcastg. Co.

NEW, Evanston Brdcstg. Co., Evanston, Ill.—CP 1500 kc 100 w 250 w D unl., amended to 1020 kc 250 w D.

MAY 10

WSAJ, Grove City, Pa.—License for CP change equip.

WLAP, Lexington, Ky.—CP change 1420 kc 100 w 250 w D to 610 kc 500 w 1 kw D.

KPLT, Paris, Tex. — License for CP change equip., increase power.

WNOX, Knoxville — License for CP as mod. new trans., antenna, etc.

WJBC, Bloomington, Ill.—Mod. license Sh.-WJBL to unl.

KSOO, Sioux Falls, S. D. — CP new antenna.

NEW, Radiotel Corp., San Diego — CP 920 kc 500 w unl., amended 500 w to 1 kw.

NEW, Floyd A. Parton, San Jose, Cal. —CP 1150 kc 250 w D, amended to 1330 kc.

KEX, Portland, Ore.—CP change 1180 to 1160 kc, change equip., directional antenna, change Simul.-KOB D, Sh.-KOB N to unl., Simul.-WOWO.

NEW, Evening News Press Inc., Port Angeles, Wash.—CP 1250 kc 250 w unl.

Television Projected to Movie Size By RCA in Demonstration Before IRE

MOTION picture size projection of television, enlarging the scanned image from a few inches to 8 x 10 feet, was demonstrated by RCA May 12 in New York at the convention of the Institute of Radio Engineers. Employing a "projector gun", normal images were enlarged 2,600 times original size on a large screen, indicating for the first time what the electron projection gun may do in televising large moving objects.

Dr. R. R. Law, of RCA Mfg. Co., Camden, in describing the development, asserted the "high current electron gun for projection Kinescopes" was in its early stages of development. Declaring that while the apparatus is regarded as out of the purely speculative realm, he said, however, it is far from the form in which it may later appear as a part of the television receiver for the theater or the home. "It is yet too early to say if this is the gun which will be used in the final television projection machine," he said.

The demonstration before the IRE did not involve radio transmission but was a laboratory test arranged to show the projection properties of the equipment. The picture enlarged was 1.8 x 2.4 inches. No flicker was visible. "Projection is only a small part of the complete television problem or system," Dr. Law said. "What we have shown here is only the 'gun' and what it will do with a still picture."

According to technical observers, the 8 x 10 foot picture projected on the screen was clear to persons nearly 100 feet away from it. The head of a girl was shown. When projected on a screen 3 x 4 feet, the quality was declared to be equal to the brilliance of the average home movie. Demonstrated in the ballroom of the Pennsylvania Hotel, about as large as a small motion picture theater, the enlarged picture was visible from practically all angles and from the rear of the room. The image had a greenish tinage. There was general praise of the demonstration.

[See story of other IRE convention developments on page 78.]

Townsend Buying Time

TOWNSEND NATIONAL WEEKLY, Chicago, will broadcast quarter-hour transcriptions of talks by Dr. Townsend on 95 stations June 6 and 20. The talks, which will all be aired Sunday afternoons, will be explanations of the Townsend Plan. Six stations have already been set and negotiations are now on with the other outlets. Critchfield & Co., Chicago, is the agency with D'Arcy Laboratories of the same city cutting the transcriptions. Six stations already set are: WCFL, Chicago; WHBY, Green Bay, Wis.; WKBH, La Crosse, Wis.; WGRC, New Albany, Ind.; WAAF, Chicago; KCMC, Texarkana, Tex. Negotiations are currently under way with stations in the several score other cities.

Certo on 125 Stations

GENERAL FOODS Corp. is conducting its first announcement campaign, promoting Certo pectin for strawberry jelly on 125 stations. The campaign is moving northward with the berry season and consists of one-minute WBS discs used in series of ten, two daily for five days. Benton & Bowles Inc., New York, is agency.

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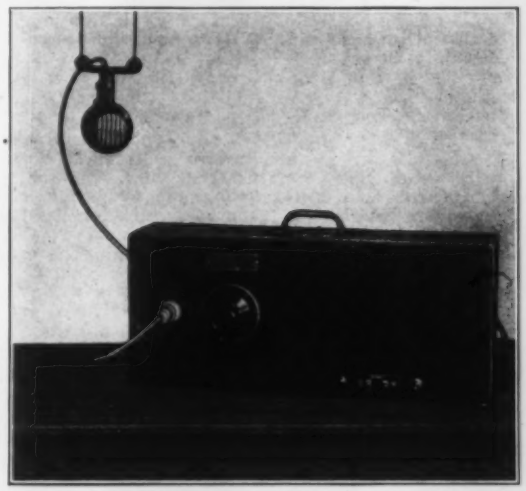

Here is another 15th Anniversary hit from the Gates laboratories, the "Dynamic Combine", a complete light socket operated remote amplifier that is hum free, excellent in response and has worlds of gain plus a new stream lined dynamic microphone that has all the quality and sensitivity ever to be desired for remote service. The "Dynamic Combine" sells complete—microphone, amplifier, tubes and 25-foot cable at only $79.50.

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Merchandising & Promotion

Philco's Book—Safety Interviews—S & W News—KCKN Party—Coronation Promotion

CITED by the Book-of-the-Month Club as one of the most important books of the year, Boake Carter's popular new book, *This Is Life*, is serving as effective promotion for Philco dealers. Through special arrangement with the publishers, Philco has been able to supply specially autographed copies of the book to its dealers at a special price so that they may give these books, each one personally autographed by Boake Carter—free to persons buying new Philco radios. A complete merchandising set-up has been prepared for putting the promotion across including newspaper ads giving much publicity to the free book offer, a window streamer printed in two colors and spot radio announcements for informing radio listeners about the special offer in effect for a limited time. Not more than 50 books are to be given away free by any one dealer. In this way, the established limit will speed up action on the part of purchasers.

* * *

WEEI, Boston, is broadcasting a weekly children's talent program sponsored by R. H. White Co., local department store. No selection of talent is made and the youngsters are called "nieces" and "nephews" by *Aunt Harriet* (Harriet Gustin) who writes the script and supervises the show. A hobby club has been formed and the children's hobbies are displayed in the department store in an illuminated showcase. All boys and girls sending in the answers to weekly questions such as "Who landed at Plymouth Rock?" get their names announced on a special honor roll. Items like roller skates are sold on the program by swishing the rollers in front of the microphone and tying-in the continuity. Street signs display cuts of the show and the signatures of the children were recently sent to Shirley Temple as a gesture of good-will.

* * *

THE *Chicago Herald & Examiner* is sponsoring a quarter-hour program every morning five days a week over WGN directly preceding the station's half-hour *Safety Court* from the Criminal Court building. Persons wandering about the lobby near the safety court (which tries automobile accident cases) are interviewed and given free copies of the *Herald & Examiner* by a representative of the paper who tells them that when they're in the market for a used car to refer to the Hearst paper's used car want ad section. Schwimmer & Scott handles the advertising for the classified section of the *Herald & Examiner*.

* * *

KGNO, Dodge City, Kan., has started the *KGNO Sunday School of the Air*. Membership certificates are sent to all who write in for them. The first program May 1, without advance publicity, brought in 50 applications for membership, from an area 50 miles square. Rev. Harold Gardner teaches the Sunday school, which, so far as known, is the only one of its kind held on Saturday mornings.

CLINTON Cafeterias, a chain of three restaurants located in downtown San Francisco, have found a combination radio and P. A. system of advertising so successful in building patronage that newspaper advertising has been discontinued since start of the experiment the first of this year. The restaurants are on the air a half-hour daily over KGGC, broadcasting orchestra music from the main dining room of the chain. Both before and after the rush hour period, a record-player, hooked into a P. A. system running to all three restaurants, entertains customers. The same set-up coincidentally supplies sustaining music to the broadcasting station, KGGC.

* * *

WHEN the baseball season opened, KFRO, Longview, Tex., decided instead of trying to broadcast the games play-by-play that it would have a summary of the games each day. This was put in the form of a 5-minute resume of the baseball results each day at 6:30 p. m., which was sold to a local loan company. In order to merchandise the program the loan company and KFRO put out 10,000 blotters in the trade territory covered by the station.

* * *

IOWA Broadcasting Co. is finding that courtesy pays as a result of its inclusion of WHO program schedules in its newspaper space in Des Moines papers. The program schedules of its own stations KSO, KRNT and WMT and some of the features of KMA, WOI and WSUI are edited by Mary Little who uses art and commentary on current and forthcoming shows. A great many letters approving of WHO's inclusion have been received, according to the Iowa Broadcasting Co.

* * *

ON MAY 3 George H. Hartman Co., Chicago agency, took over the Puritan Mills Inc. (Chicago flour firm) account. The same day the flour company began a quarter-hour program for its new ready-mixed pie crust, Py-O-My, over WAAF, Chicago. The campaign is a test and the program is heard five afternoons a week. Two packages of Py-O-My are given listeners who send in titles of songs sung on the program. If Pete of the Al and Pete team cannot sing a few bars of a submitted song, the listener receives an electric fan.

* * *

A COLORFUL folder in honor of the 5,000th broadcast of the *Three Little Sachs* (and still no cancellation in sight) has been issued by WMCA, New York. The piece reprints the write-up of the more-than-12-year-old radio campaign of Sachs Quality Furniture Inc. from the March 1 BROADCASTING and points out that WMCA has "many other sponsors not quite so old but just as satisfied."

* * *

WNOX, Knoxville, is running ads in 75 small town newspapers in east Tennessee, Virginia and Kentucky to call attention to its new equipment and power boost.

SUSSMAN, WORMSER & Co., manufacturers and distributors of an extensive line of groceries under the "S & W" label, has just published Vol. 1, No. 1 of a new eight-page tabloid sized newspaper written by and for juvenile followers of the *S. & W. Junior News Parade*, heard over the Pacific Coast NBC-Red network Wednesdays and Fridays at 5.45 p. m.

The newspaper ties in with the broadcast by printing stories of and by youngsters who contribute items heard on the air, and prints a quantity of pictures. Copy, while edited to a certain extent, has an unquestioned air of authenticity, and neither talks down nor talks up to the reader. 150,000 copies of the first issue were printed and are said to have been virtually all placed. A tie-up of broadcast and newspaper to actual juvenile members of the army of news paraders was accomplished April 23, when the regular broadcast was made from a special booth at the Merit Exhibition of the San Francisco Bay Area section of the Boy Scouts of America, held in the mammoth San Francisco Civic Auditorium. During the three days of the exhibition, Eddie Firestone, Jr., "Ace Reporter" of the Junior News Parade and himself a Scout, signed about 10,000 Boy Scouts as Junior Reporters. All enrolled members receive a metal badge handsomely engraved "Official Reporter, S. & W. Junior News." Caryl Coleman, account executive at Botsford, Constantine & Gardner, San Francisco, is the originator of the increasingly successful plan.

* * *

FREE OFFERS are being made by four sponsors on WBZ-WBZA, Boston-Springfield. Julep Tobacco Co., Boston (cigarettes) is giving a package of Julep cigarettes to anyone who sends in four empty jackets. O'Dea, Sheldon & Co. Inc., New York, has the account. Kinox Co., Rutland, Vt. (Callous-Ease), is sending a sample of its bunion product on request. Hays Adv. Agency Inc., Burlington, Vt. handles the account. Johnson Educator Food Co., Cambridge, Mass. is mailing ball bats to those who send in an Educator Crax top, a Toasterettes top and 50c. John W. Queen, Boston is agency. Carter Medicine Co., New York, is mailing a sample supply of its liver pills on request.

* * *

PROMOTION of *Unusual New England Stories* on WNAC, Boston, and WEAN, Providence, for Howard D. Johnson Co., Boston (chain ice cream shops and restaurants) consists of weekly pamphlets containing historical data, a map of the scene and a list of the sponsor's nearest shops. Booklets are distributed to customers. Series runs 26 quarter-hours, Wednesdays and Fridays, and features Alton Hall Blackington, photographer and lecturer. Agency: Louis Glaser Inc., Boston.

* * *

SOME 400 members of the St. Louis Independent Grocers Association met in the KMOX Playhouse, St. Louis, May 11, to witness the broadcast of the *Phillips Poly Follies*, a half-hour musical show originating in St. Louis for CBS. Following the performance, the group held their regular monthly business meeting, after which they were taken on a tour of the new KMOX studios.

RACE PROMOTED—American Oil Co., Baltimore, scattered thousands of posters, 22 x 28 inches, around its service stations to merchandise its elaborate coverage of the Preakness at Baltimore May 15, with Clem McCarthy announcing eight races. Posters were labeled for stations in various markets. Joseph Katz Co., Baltimore, is agency. The program was keyed to NBC-Blue from WBAL, Baltimore, which also keyed the Preakness Ball in the evening to the network.

MORE than 1700 children attended a *Shirley Temple Birthday Party* in Kansas City, Kan., April 23, presented by KCKN in cooperation with Young's Department Store where arrangements had been made for only 300. Over 700 children packed Young's children's department, 700 more jammed the aisles on the first floor, and 300 couldn't get into the store at all. Refreshments were served to everyone, including the overflow crowd in the street where receiving sets had been put up.

E. H. Schwarz, manager of Young's, published a display advertisement in the next day's newspaper, congratulating KCKN on promoting the event. Entertainment for the party featured local juveniles assisted by the KCKN staff, including Ruth Royal, musical director; Karl Willis, program director; Ralph Nelson, director of special events and Evan Fry, Randall Hessee and Virginia Wallace. Ruth Sullivan of the KCKN staff wrote and directed.

* * *

KTUL, Tulsa, is using an effective newspaper tie-in with three weekly programs cosponsored by K & S Battery & Electric Co., that city, and a group of local grocers, used-car and tire dealers, according to Walter Cox, KTUL salesman who developed the contest tie-in. Listeners are asked to mark letters which appear in the cosponsors' advertisements, spell a word, and make a 10-word slogan. Winners receive two tickets to local theatres plus a dollar for transportation.

* * *

TO PUBLICIZE its broadcast of the Coronation, WCCO, Minneapolis, ran trailers in leading local theatres, calling patrons' attention to the event, for the week preceding the broadcast on May 12. A full-column display ad promoted the broadcast in the May 11 issue of the *Minneapolis Star*. Regular publicity releases were sent by the station to northwest newspapers.

★

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WLW . . . THE NATION'S STATION